

Role Profile

The Role			
Role Title:	Head of Brand & Marketing	Reporting to (job):	CMO
Legacy job titles covered by this role profile:		Jobs that typically report into this role:	Senior Marketing Manager, Marketing Manager
Function / Org Unit	RSPCA Assured	Job Family:	Marketing & Income Generation
Base and travel	Flexible mix of homeworking, attendance at South East and London offices and regular national travel	Band (<i>to be assigned by Reward</i>)	D
Role Dimensions			
Number of direct reports	2	Manager/Individual Contributor:	Manager
Number of dotted line reports		Budget (Operating/Capital)	Circa £1 million
Total No of Reporting Staff (include all direct and indirect reports)	4	Decision Making Authority & Responsibility for Resources	<p>This role carries leadership responsibilities for decisions regarding the brand and marketing strategy and leading the brand and marketing function.</p> <p>Ensure organisational decision-making is informed with insightful analysis of the external environment, including the experiences of consumers as well as RSPCA Assured members and other key stakeholders.</p>

Working Environment	Flexible working but expected to travel to agencies, events and key partners frequently (up to 3 days per week) and to the office hubs when needed.
Role Purpose	<p>The Head of Brand and Marketing will lead the Brand and Marketing function, developing and implementing a comprehensive brand and marketing strategy that integrates into the overall marketing strategy and the organisation's objectives. This role will oversee the completion of our brand revision project, starting from delivery in January, and will be responsible for driving brand awareness and engagement with key partners such as M&S, Tesco, Sainsbury's, McDonalds and The Jolly Hog. The ideal candidate will have extensive experience in brand strategy, audience engagement, and marketing.</p> <p>Responsible for leading on the development and delivery of RSPCA Assured's marketing and communications strategy to improve animal welfare, uptake of membership and distribution of logoed product by increasing positive brand perception, awareness and understanding across all stakeholders</p>
Principal Accountabilities	<ul style="list-style-type: none"> • Strategic Leadership: Develop and implement a comprehensive brand strategy that aligns with RSPCA Assured's mission and goals. Lead strategic planning for audience engagement and marketing initiatives. • Brand Revitalisation: Oversee the completion of the current brand revision project, spearhead the delivery and implementation of the new brand identity across all channels. • Marketing Management: Direct the marketing efforts, including advertising, campaigns, and audience outreach. Manage an annual budget of c£1 million, optimising spend for maximum impact within a £5.2 million business framework. • Team Leadership: Lead a team of 4, including 2 direct reports such as the Brand. Foster a collaborative and innovative team environment, ensuring the right expertise aligns with organisational needs. • Stakeholder Engagement: Build and maintain relationships with key marketing personnel in partners and retailers, including M&S, Tesco, Sainsbury's, McDonalds and The Jolly Hog. Develop joint marketing plans and campaigns to enhance brand presence and drive engagement. • Performance Monitoring: Set and monitor KPIs for all marketing and brand. Use data-driven insights to refine strategies and improve outcomes. • Cross-Functional Collaboration: Work closely with other departments, particularly Press and Communications and partnerships, to ensure cohesive messaging and brand consistency. <ul style="list-style-type: none"> • Prepare and deliver a marketing strategy and devise and implement an annual marketing plan, including preparing budgets and monitoring spend against budget taking corrective action if required

- Police and drive brand positioning to ensure consistency in messaging and application across all scheme activities, including approving the use of the RSPCA Assured logo in product artworks and promotions
- Responsible for ensuring effective communication with members of the public in response to enquiries
- Play a leading role in the strategic business planning process by facilitating workshops and providing expert input identifying market trends and opportunities across stakeholders. Ensure that the scheme's strategic planning process has the appropriate external scanning and insights in place
- Provide a centre of excellence for all stakeholder research. Give advice to others and brief the senior management team on issues, opportunities and market trends derived from the insights gained from commissioning, managing and conducting reactive and proactive research
- Research, select, negotiate price, draw up contracts (with in-house legal advice) and conduct effective relationships with external advertising, PR and other communications agencies to deliver successful campaigns
- Provide regular updates to the RSPCA Assured Board including horizon scanning, identifying future opportunities and threats
- In collaboration with the external engagement department, develop strong, positive and constructive relationships with key retailers and foodservice organisations, influencing their marketing activities/plans and ensuring synergy with RSPCA Assured's marketing strategy
- Regularly review department structure, proposing appropriate changes to ensure alignment with business needs so that the function is always fit for purpose
- Responsible for recruitment of marketing personnel
- Build positive perceptions, understanding and awareness of the brand with consumers
- Motivate the marketing team, including coaching and leading by example. Develop the team's performance and impact, supporting staff to maximise their effectiveness, driving innovation and continuous improvement
- Act as an external advocate, champion and spokesperson for RSPCA Assured at meetings, events, and in the media
- Build collaborative relationships with members of the leadership team within RSPCA Assured and the RSPCA
- As a member of the cross-organisational leadership team contribute to effective organisational leadership, governance, and cross-organisational projects which drive the achievement of RSPCA Assured's strategic objectives.

Key Interfaces	<ul style="list-style-type: none"> • Manager: CEO • Line management: senior marketing manager, marketing manager, senior PR manager, senior digital communications manager • In-direct management: digital communications manager, PR manager, marketing executive, media production executive • RSPCA Assured leadership team • External engagement department • RSPCA leadership teams • RSPCA farm animals, media and campaigns department • External agencies and consultants • External stakeholders including but not limited to: <ul style="list-style-type: none"> ○ Media ○ Members of the public ○ Key retail partners ○ Members
The Person	
Personal Attributes and Key Competencies	<p>Vision and strategic thinking: Ambitious for the organisation, with an inspiring vision for their department's future and works tirelessly in the best interests of the organisation. Demonstrates a holistic view of issues, events and activities, with a perception of their longer term impact or wider implications.</p> <p>Empowering leadership: Is a compassionate leader that promotes a transparent and inclusive culture. Motivates and empowers the marketing and communications team to take ownership and make decisions ensuring they have the right skills and resources to succeed.</p> <p>Accountable: Holds self and others accountable for measurable high-quality, timely, and cost-effective results. Accepts responsibility for mistakes.</p> <p>Results driven: Determines objectives, sets priorities, and delegates work. Seeking better ways of doing things, looking to improve on status quo and willingness to deal with difficult situations that affect output and impact.</p> <p>Collaborative approach: Empowers staff to work collaboratively within their team and within the organisation to break down silos and encourages them to challenge and hold each other to account.</p> <p>Growth mindset: Recognises the value of sharing ideas, knowledge and information with others and taking</p>

	<p>personal responsibility for doing so. Promotes a learning culture and growth mindset.</p> <p>Flexibility and resilience: Successfully adapts to changing demands and conditions. Maintains effective work behaviour in the face of setbacks or pressure</p>
Essential Key Skills, Qualifications & Experience	<ul style="list-style-type: none"> • Experience: Significant experience in brand strategy and marketing • Leadership: Proven leadership and team management skills, with the ability to inspire and motivate a diverse team. • Strategic Thinking: Strong strategic planning and analytical skills, with the ability to translate insights into actionable strategies. • Brand Development: Demonstrated experience in brand development and revitalisation, including the successful implementation of new brand identities. • Budget Management: Competence in managing significant marketing budgets and optimising spend for maximum ROI. • Communication: Excellent verbal and written communication skills, with the ability to engage and influence stakeholders at all levels. • Partnership Building: Experience in building and managing relationships with key partners and retailers. • Passion for Animal Welfare: A genuine passion for animal welfare and alignment with RSPCA Assured's mission and values. • Experience of leading change and improvement within a team and complex organisational environments • Ability to think creatively, develop new insights into situations and apply innovative solutions to problems • Excellent communication skills with the ability to work diplomatically and persuasively with stakeholders at all levels
Desirable Key Skills Qualification & Experience	<ul style="list-style-type: none"> • Experience of developing marketing and communications strategies and plans including facilitating strategic workshops • Experience in charity, retail or corporate farm sectors • Wide-ranging network in the charitable sector • Knowledge of/ experience in a membership organisation • Awareness and understanding of the work of both RSPCA Assured and RSPCA

Personal commitment to:	<p>Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.</p> <p>Take care of their own health and safety and that of others who may be affected by their acts and omissions.</p> <p>Uphold the RSPCA's core values</p> <p>Cooperate with Society policies and procedures</p> <p>Understand and comply with any Society Code of Conduct.</p> <p>For managers: Continually ensuring the highest Health & Safety standards are achieved , operating in a safe and legal environment and enhancing further our safety culture</p>
RSPCA Core Values	<p>Our values for our employees, volunteers, trustees, branches, and future members of our Community Engagement Programme guide everything that we do.</p> <p>They also guide how we work to rescue and care for animals and how we work with individuals, families, communities, and other organisations.</p> <p>We are compassionate: we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times.</p> <p>We are inspirational: we are life changing, we inspire by taking the lead, we speak up when others don't, we take brave decisions, we change animals' lives for the better.</p> <p>We are committed: we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.</p> <p>We are expert: we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data, and experience.</p>

We act with integrity: we are honest and trustworthy, we act with integrity, we do what's right.