

**POST** HEAD OF MARKETING & DEVELOPMENT  
**REPORTING TO** CEO  
**HOURS** 37.5 HOURS A WEEK  
**SALARY** £36,000-£42,000 (dependent upon experience)  
**LOCATION** MILTON KEYNES OFFICE  
**CLOSING DATE** WEDNESDAY 8<sup>TH</sup> SEPTEMBER



### **THE SAFETY CENTRE**

The Safety Centre is the regional safety charity providing vital safety education to children, young people and adults across Bedfordshire, Buckinghamshire, Hertfordshire, Milton Keynes, Northamptonshire and beyond.

Our vision is a society where all children, young people and adults have access to interactive, immersive, and memorable safety education and training, enabling safe and flourishing communities.

### **MAIN SCOPE**

We seek an enthusiastic and driven Marketing and Development lead to create a step change in the promotion and positioning of our brand, products, and services and our income portfolio, ensuring we continue to provide high quality immersive and interactive safety education to children, young people and adults across Bedfordshire, Buckinghamshire, Hertfordshire, Milton Keynes, Northamptonshire and beyond.

You will be required to identify new funding opportunities and build relationships with existing funders and donors to support the Safety Centre's financial growth and sustainability. This is an influential role working with the CEO.

The post holder will raise the profile and reputation of the charity and build long lasting relationships with key supporters and strategic partnerships with organisations and businesses, to take our work forward. The post holder will promote the value of the Safety Centre to society and show how the need for its work is greater than it has ever been.

We are looking for an expert in the art of digital communication who will broadcast our vision, mission and impact to a wide range of audiences with inspirational ideas for new ways of engaging with the Safety Centre.

You will be responsible for ensuring excellent external communication and public relations (for example through our website, social media, press work, newsletters, annual reports and printed publicity) and that there is exceptional consistency in the values-driven communication internally and externally.

### **KEY DELIVERABLES**

- Have overall responsibility for attainment of pipeline and funding targets, leading on corporate partnerships and trust & foundations.

- Overall responsibility for development and delivery of the Safety Centre's Communications, Marketing and Engagement plans.
- Plan and monitor progress of funding for subsequent financial years to build a sufficient pipeline to achieve financial targets.
- Lead the development, design and implementation of the charity's communications and digital marketing strategy, working with key stakeholders to establish; objectives, key audiences and identify opportunities and activity that needs to be delivered.
- Responsible for the delivery of targets and milestones in line with the communications calendar, business plan and the wider organisational strategy.
- Write dynamic and inspiring press releases, articles, and statements with a strong call to action (as appropriate). Provide effective media management ensuring Safety Centre key messages pull through in resulting coverage.
- Maintain and review brand strategy and guidelines.
- Responsibility for the development and management of the website, maximising its potential and monitoring its performance as well as increasing its visibility through effective SEO writing and the Google Ad Words Grant.
- Generate more user-led content across our social media platforms.
- Ensure we continue to meet legal and sector standards by driving any necessary changes to keep up to date with best practice.
- Create robust and compelling proposals for suggested funding programmes along with direction on whether an application complies with the strategic aims of funders.
- Ensure you and the team have the tools and knowledge required to deliver required high quality funding proposals, including championing effective use of our CRM system and compliance with data protection regulations.

#### **OTHER DUTIES**

- To undertake duties as reasonably maybe required as part of a small and supportive team to ensure the smooth running of all operations.
- Contribute to a positive working environment, in which staff are empowered to do their best.
- Some evening and weekend working required for which time off in lieu will be given.
- Be a key holder for the centre.

#### **BENEFITS**

- We offer a generous holiday entitlement of 27 days per year plus bank holidays
- Contributory pension scheme
- Free onsite parking
- Additional training opportunities
- Supportive working environment

The Safety Centre is fully committed to equality of opportunity and diversity to ensure that we reflect the full breadth of the community we serve. We welcome applications from all suitably qualified candidates.

## **THE SUCCESSFUL APPLICANT**

The successful candidate will possess the following skills:

### **ESSENTIAL**

- Demonstrable experience of strategic and operational marketing lead within an organisation, delivering a portfolio of marketing and communication programmes on a small budget.
- Successful track record in fundraising at a senior level engaging with corporate, trusts & foundations.
- Proven experience of securing, managing and maintaining effective and productive relationships with funders.
- Experience of building successful cases for support in complex organisations and proven experience of successful bid writing.
- Financially and commercially literate with proven experience of preparing and managing budgets. Experience of strategic planning, budgeting, and forecasting.
- High level of competence in CRM software and social media. Experience of relational databases and of analysing and presenting data to make informed decisions.
- Able to manage and motivate staff contributing to their personal development
- Experience of planning, prioritising and managing multiple projects simultaneously from start to finish.
- Experience of working at a senior level and reporting to Board/Committees.
- Excellent project management, budget and forecasting management, and resource control skills.
- Strong decision-making skills and ability to translate priorities into operational goals and plans.
- In-depth and up-to-date knowledge of charity law, fundraising and marketing regulations, standards, and best practice.

### **DESIRABLE**

- Experience of working in the voluntary sector.
- Experience of working in the education sector.
- Experience of managing volunteers.

### **DEADLINE FOR APPLYING**

Please submit a comprehensive CV and supporting statement by **Wednesday 8<sup>th</sup> September** to [maya@safetycentre.co.uk](mailto:maya@safetycentre.co.uk)