

Job title	Head of Marketing
Sector/Function	Central Services
Department	External Affairs and Marketing
Reports to	Director of External Affairs and Marketing
Grade	6

Job purpose	The Head of Marketing is responsible for developing and implementing the overall marketing strategy for Turning Point, including ownership of all channels, content and campaigns, and ensuring alignment with business goals to drive growth, build brand awareness, and prompt service utilisation.
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Key accountabilities	<p><u>Marketing strategy and implementation</u></p> <ul style="list-style-type: none"> Devising and implementing the marketing strategy for Turning Point and our sub-brands, ensuring alignment with the organisation strategies Working with the organisation to develop and deliver integrated and innovative marketing solutions that support us to: <ul style="list-style-type: none"> I. Retain and win contracts II. Attract (new) customers and individuals III. Strengthen and build our brands IV. Reposition brands to access new markets where necessary <p><u>Brand development and implementation</u></p> <ul style="list-style-type: none"> Shaping the evolving Turning Points products and brands to ensure they meet market needs whilst complementing the central brand and maintaining organisational coherence Leading the development of the central brand across all platforms to ensure that the brand is presented appropriately and that assets are created and managed Managing and evolving the brand positioning across the organisation and business areas, ensuring the brand message is strong and consistent across all channels Creating insight led brands, where appropriate, for new community implementations, that reflect local need and align with Turning Point values and standards and that can be maintained with ease Initiating and delivering integrated national campaigns, with involvement at their hear, that raise awareness of the Turning Point brand, our values, and the issues that matter to the people we support, <p><u>Channel management and optimisation</u></p> <ul style="list-style-type: none"> Introducing and employing the full range of marketing techniques appropriate to promote Turning Point, across both on and offline channels Owning our marketing channel strategy, including ownership of our website strategy, social media and strategy, and email strategy, in a way that serves our national brand as well as our business units and local services Overseeing the front-end management of all TP websites, including design, content and accessibility, to deliver against KPIs
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	<p><u>Campaign delivery and content creation</u></p> <ul style="list-style-type: none"> • Creating an integrated, cross organisation social and content strategy that aligns themes, activities, and priorities • Managing our design to keep our approach fresh and distinctive in our markets, collaborating closely with our agencies • Supporting marketing activity at local level within individual services and products, ensuring alignment with business unit marketing campaigns • Implementing evaluation techniques to measure the success and ROI for marketing campaigns • Investing in paid media to support national initiatives, learning from activity and optimising in future campaigns <p><u>Leveraging customer and market insight</u></p> <ul style="list-style-type: none"> • Manage customer personas for each business unit, encouraging an authentic and behavioural approach to understanding needs and how they are addressed • Using market intelligence, identify opportunities to reach new market segments and expand market share within each category and segment according to brand • Monitor competition within the market, including acquisitions and new product features within the health and social care landscape <p><u>Improving our customer experience through insight</u></p> <ul style="list-style-type: none"> • Ensuring understanding of the customer journey and experience across our business areas, and initiatives are created to address pain points • Collaborating with leadership (strategic and local) to develop customer intelligence and apply at national and local level • Driving internal TP knowledge and intelligence, commissioning research to meet and reflect changing commissioner and buyer landscapes as appropriate • Ensuring that the people we support are at the centre of our proposition and marketing materials through meaningful involvement work to understand and address their needs • Deliver new business implementations that meet the needs of people in the local communities that we support <p><u>Leadership and development</u></p> <ul style="list-style-type: none"> • Lead and develop the marketing team to ensure that they are partnering with the organisation in developing the marketing efforts across all brands and platforms • Ensure the team's performance is managed, objectives are clear for them and individuals have a clear plan in place to develop • Prepare and manage monthly, quarterly, and annual budgets for the Marketing department reporting on key performance and measures of success • Ensure the wellbeing of all our colleagues within the marketing team is prioritised through HWB plans offering any support that may be required • Contribute to the organisation's business planning process, ensuring that our plans are ambitious, and marketing requirements are considered and prioritised • Be a visible leader in the organisation, advocating for Marketing and the customer, influencing strategy at a senior level.
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Dimensions	Marketing Team	18 FTE as per Marketing organogram (5 direct reports)
	Internal stakeholders	<p>Senior leadership – to understand the business’ growth plans and develop collective marketing strategies</p> <p>Business Development – partner to ensure compelling bids that are operationally practical to implement, and collaborate to build relationships across the pipeline</p> <p>Managers and technical subject matter experts at all levels – to input to product/solution development.</p> <p>Rightsteps Lead - to support marketing for development of new products, including private pay and direct to the consumer.</p> <p>Regional Heads and Operations Managers – to advise on Marketing at a local and service level</p> <p>External Affairs – gather information and intelligence to help identify new opportunities, and deliver integrated campaigns</p> <p>People Team - supporting the marketing efforts of recruitment and internal communications</p>
	External stakeholders	<ul style="list-style-type: none"> • Commissioners • Customers/potential customers • Competitors where appropriate. • External Agencies including creative, media, content • Print providers

Values Led Leadership	<ul style="list-style-type: none"> • I’m a compassionate and confident leader, always looking for ways to connect and positively influence the organisation and those around me • I think strategically and clearly articulate my vision, strategy, and goals to my team and stakeholders across the organisation • I listen actively to understand the needs of the people we support, colleagues, and stakeholders, and provide solutions that meet those needs. • I’m organised and methodical, and implement successful planning to ensure seamless alignment between marketing and the broader strategies • I’m results orientated and prioritise effectively against clear goals and targets • I’m highly accountable. My approach is a blend of creating a clear vision, while remaining pragmatic, agile, innovative, and resourceful
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