

Job Description

Job Title: Associate Director of Marketing & Communications

Responsible to: Chief Executive Officer (CEO)

Job Purpose:

We are seeking an experienced and visionary Associate Director of Marketing and Communications to lead the development and implementation of marketing and communications strategies. This senior strategic role will be responsible for building comprehensive frameworks that elevate Acorns profile, drive service awareness, and support our purpose to positively impact children with short lives.

Main Duties:

Strategic Leadership and Strategy Development

- > Lead the development of a comprehensive 3-year marketing and communications strategy that advances Acorns mission and measurably increases community impact
- > Conduct thorough market research, competitive analysis, and stakeholder mapping to identify strategic opportunities for growth and improved service awareness
- > Design integrated communications frameworks that seamlessly connect service delivery, fundraising, advocacy, and community engagement objectives
- > Create strategic positioning and messaging architecture that differentiates Acorns within the children's hospice sector and establishes thought leadership
- > Establish comprehensive key performance indicators, measurement frameworks, and strategic dashboards to track strategy effectiveness and return on investment
- > Lead cross-functional strategic planning sessions with senior leadership, clinical teams and fundraising departments.
- > Develop sophisticated audience segmentation strategies and detailed persona development for families, donors, healthcare professionals, referral sources, and community partners

Marketing Strategy Implementation and Brand Management

- > Execute comprehensive multi-channel marketing strategies designed to increase clinical referrals from healthcare professionals and raise awareness among families who could benefit from services
- > Develop and implement strategic brand evolution plans
- > Create integrated campaign strategies that connect awareness-building, service promotion, clinical education, and fundraising objectives through cohesive storytelling
- > Implement sophisticated data-driven marketing approaches using advanced analytics to optimize channel performance, deploy testing methodologies, audience engagement, and conversion rates
- > Design and oversee comprehensive content strategy roadmaps that tell authentic, impactful stories

- > Lead on the audience for initiatives including website strategy, social media frameworks, and emerging digital platform adoption
- > Develop strategic approaches to search engine optimisation and online visibility that support both service awareness and fundraising goals

Strategic Communications Planning and Stakeholder Engagement

- > Develop comprehensive communications strategies that position Acorns as the leading voice in children's palliative care advocacy and clinical excellence
- > Create stakeholder engagement strategies for healthcare professionals, ICB's, clinical networks, and community organisations
- > Design communication frameworks that support clinical service development and quality improvement initiatives
- > Establish thought leadership platforms showcasing Acorns' clinical expertise, research contributions, and policy advocacy work
- > Develop comprehensive crisis communication protocols and reputation management strategies specifically tailored to healthcare and charity sectors
- > Build strategic media relations programs that elevate organisational profile and advance policy discussions around children's palliative care
- > Create internal communications strategies that align staff, volunteers, and board members around strategic objectives and organisational vision

Fundraising Strategy Support and Revenue Generation

- > Collaborate strategically with fundraising team to create integrated fundraising and marketing approaches that drive new donors as well as maximise lifetime value
- > In partnership develop comprehensive donor journey mapping and stewardship communication strategies that deepen engagement and increase retention
- > Support the development and design of compelling case for support materials, products, appeals and partnership proposals that demonstrate clear impact and return on investment
- > Support in the management and selection of key agency relationships to ensure consistency of ask and tone of voice as well as maximum value.
- > Lead the way in an impact centred approach to donor engagement that can be deployed throughout the donor journey. Ensuring that we take an audience centred approach to impact reporting.
- > Work with Retail leadership to ensure marketing plans are in place for each of our shops that encourages increased stock donations, volunteer engagement and local awareness.

Team Leadership and Organisational Development

- > Lead, develop, and inspire a high-performing marketing and communications team, fostering innovation and strategic thinking
- > Implement professional development programs that build team capabilities in strategic planning, digital marketing, and stakeholder engagement
- > Manage departmental budgets, ensuring resource allocation supports long-term objectives and maximizes impact

- > Build cross-departmental partnerships that integrate marketing and communications strategy with clinical, fundraising, and operational objectives

Other Duties:

- > To act as an ambassador for Acorns raising awareness of its charitable aims and objectives and enhancing its reputation through exemplary behaviour, conduct and team working.
- > To contribute to Acorns fundraising aims by raising awareness with your stakeholder groups about how vital fundraising is to the charity's mission and sharing opportunities for fundraising support
- > To put the needs and interests of Acorns children and young people and their families first in all aspects of their work.
- > To ensure compliance with Acorns policies for diversity, employment, equal opportunities, health and safety, information governance and safeguarding.
- > To actively participate in an annual performance and development review process and any training and development identified to further enhance your role with Acorns.
- > Promote a coaching culture within Acorns and provide coaching expertise as a resource across the organisation.
- > To carry out any other reasonable duty as requested by your line manager.

Acorns adheres to the United Nations Convention on the Rights of the Child. As an employee you will be a Duty Bearer for Children's Rights and support all children to be Rights Holders.

Person Specification: Associate Director of Marketing & Communications

	Essential	Desirable
Qualifications	> Recognised relevant professional qualification in Marketing or qualified by extensive relevant experience.	> Level 5 Leadership qualification > Degree level qualification/equivalent
Experience	> Proven track record of leading successful marcomms function in a similar role within the charity sector. > Expertise in strategic market research, competitive analysis, and stakeholder mapping methodologies > Understanding of integrated marketing communications, brand strategy development, and positioning frameworks > Expertise in digital marketing ecosystems, analytics platforms, and emerging technology adoption for strategic advantage	> Experience of working with trustee boards
Skills and Ability	> Exceptional leadership and team management skills > Ability to inspire and motivate > Excellent strategic thinking and analytical skills, being results orientated > Outstanding communication, negotiation and relationship building skills > Strong financial acumen and budget management capabilities > Ability to manage multiple or conflicting priorities and meet challenging deadlines > Ability to demonstrate innovation, taking a proactive and adaptable approach by harnessing a curious mindset > To quickly identify opportunities for continuous improvement and mobilise teams to deliver effective change	
Other	> Passionate and committed to Acorns mission and values	
Behaviours	> Build collaborative relationships across the organisation, creating a culture of cross function working. > Take responsibility to remove barriers and obstacles that cause frustration or hinder success. > Ensures team and function(s) have clear sight of performance at all times, focusing others on achievement, effectiveness and efficiency. > A role model by consistently communicating in a way that is easy to understand, being open and transparent with positive and constructive feedback. > Sets the vision for others to follow, ensuring they take them with them on the journey, demonstrating personal integrity. > Engender a culture of belonging, engaging teams by consistently recognising a job well done so everyone can be proud of their achievements. > Show exceptional pace of execution, being upbeat, energetic and resilient. > Use imagination and take appropriate risks to support change and foster a culture where others willingly follow. > Engage and enthuse others in new ways of working by using own knowledge to innovate and find ground-breaking approaches to deliver value to the organisation. > Be constantly curious demonstrating interest by asking questions to fully understand the organisation and its challenges.	

Terms and Conditions of Employment

Job Title:	Associate Director of Marketing and Communications
Responsible To:	Chief Executive Officer (CEO)
Location:	Hybrid working with base at nearest hospice location (Selly Oak, Walsall or Worcester)
Salary:	£65,000 – £70,000 per annum
Car Allowance:	£3,192 per annum
Notice:	12 weeks
Hours:	37.5 hours per week
Holidays:	27 days plus statutory bank holidays
Pension:	Contribution to Group Personal Pension Plan or NHS Pension Scheme (if already in scheme). Organisation will contribute 7.5% to pension.
Life Assurance:	Acorns Group Life Assurance Scheme or NHS Pension Scheme Life Assurance cover (if already in scheme)

All terms and conditions will be detailed in writing together with Employee Handbook which must be read and observed.