Director of Partnerships, Marketing & Communication

**Reporting to:** Chief Executive

**Hours required:** 0.8-1 wte

Salary: 58k (pro rata)

**Type of Contract:** Permanent

**Job Location:** Wellesbourne with some nationwide travel

**Job purpose**

To support the Chief Executive in developing and implementing a strategic marketing and sales programme to grow our customer and follower base; enabling Education for Health to grow in line with strategic and annual income targets.

**Principal Responsibilities**

1. Leads the Partnerships, Marketing and Communications team to grow our customer base through partnerships and campaigns to attract new customers and repeat business
2. Creates a clear directorate programme plan in line with the business development plans that supports growth in income
3. Creates and implements an innovative marketing plan that raises the profile of the organisation and widens customer reach, distinguishing social media for individual and corporate markets as well as other collateral
4. Tailors multichannel, targeted digital marketing to suit various market segments
5. Identifies and acts on opportunities to raise the profile of EfH within the health and care sectors
6. Identifies key mutually supportive business partners to create mechanisms to improve health outcomes for people with Long Term Conditions
7. Take person responsibility for significant strategic accounts (termed 25Plus)
8. Undertakes an assessment of the market to inform product development, strategic decisions, and sales focus
9. Builds enduring partnerships with long term clients and partner organisations to enable us to fulfil our ambition to provide innovative leading edge education and training
10. Manages the relationship with our website support agency to maximise impact
11. Explores and tests potential new markets that align with EfH strategic aims
12. Chairs the New ideas, Products and Opportunities (NIPO) meetings
13. Sets and agrees individual annual income targets for the team
14. As a member of the Executive Team shares in organisational and strategic decision making
15. Ensures any organisational system or process changes support a positive experience for customers and learners
16. Makes a significant contribution to the reputation and brand of Education for Health

This list is not exhaustive and will be subject to regular review.

Accountabilities also includes a responsibility on behalf of the job holder to undertake any other duties that are relevant to the job as requested by the line manager.

**Person Specification**

**Essential skills, knowledge and experience:**

* Strategic level experience and demonstrable track record in innovative marketing and income generation
* Ability to access new markets demonstrating innovation with tangible outcomes
* Ability to operate at Executive Team level
* Understanding and experience of working in or alongside a health environment at a senior level
* Experience of working in a complex environment and building and fostering good relationships
* Ability to work both strategically and operationally
* Ability to connect seemingly abstract concepts and bring them into a cohesive process
* Ability to balance varying priorities, understanding a client’s perspective, and provide support most appropriate to their needs
* Educated to degree level, preferably post graduate