

Role Profile

Role Title:	Head of Customer Communication & Marketing
Department:	Corporate Affairs
Role Purpose:	<p>To lead the research, writing, delivery and monitoring of the Customer Communications and Marketing plan, attending relevant meetings, such as Ops Committee, across the business and writing and presenting updates on the customer voice to board.</p> <p>To oversee the Customer Communications and Marketing team providing management, leadership, professional insight and guidance across all areas of the team's responsibilities.</p>
Reporting to:	Director of Corporate Affairs
Responsible for:	Multi-media Officer, Customer Communications Officer, Customer Communication Officer – Social Media Lead and Digital and Website lead
Disclosure level:	Basic DBS
Role Level:	Strategic Leader

Key Role Responsibilities	<ul style="list-style-type: none"> • Write the organisation's new Customer Communications and Marketing plan, enhancing customers' experience of Midland Heart and their awareness of important issues such as fire safety. • Establish and resource the organisation's first multimedia programme – creating a valuable in-house resource that works across all directorates maximising the impact of our communication and bringing our communication in-line with 'best in class' corporates. • Lead the roll out of new corporate tone of voice across all customer channels and within our operations department. • Lead a complete overhaul of our webpage, creating a strategy that makes it 'best in class' before the end of our corporate plan – including identification of relevant accreditation to benchmark this work. • Have ownership for driving through several change projects through programme board and DG – including a new print management system. • Have ownership of several of the organisation's corporate risks, preparing reports for audit and risk committee on our mitigation strategy and our progress towards improvements. • Understand the changing landscape of customer safety regulations
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	<p>and best practice, ensuring Midland Heart leads the industry in its response and implementation of customer communication.</p> <ul style="list-style-type: none"> • Work in partnership with customer scrutiny to gain an in-depth understanding of our customers, their lives and issues ensuring that we communicate with them in the most effective way – regularly attending focus groups. • Attend key business project steering groups to represent Corporate Affairs. • Act as the department’s strategic lead to help ensure the delivery of the organisation’s ambitions of improving the customer experience.
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<p>Education, Qualifications and Training</p>	<ul style="list-style-type: none"> • Evidence of continued professional development to include leadership development. • Full membership of the Chartered Institute of Marketing or Chartered Institute of PR or working towards.
<p>Knowledge and Experience</p>	<ul style="list-style-type: none"> • History of playing a productive in a senior leadership team and influencing the direction of their organisation. • Track record of creating KPIs, evaluating them and implementing changes needed to meet them. • Evidence of driving through change projects on behalf of your team. • Experience of writing, measuring and adapting marketing strategies. • Strong track record of budget management and extracting value for money from suppliers.
<p>Role Specific Skills & Behaviours</p>	<ul style="list-style-type: none"> • Ability to build strong relationships and influence peers and those senior to you. • Ability to create a team and work processes that thrive in a fast-paced environment and deliver consistent high-quality results. • Strength to push through changes needed coupled with the sensitivity to bring people along with them. • Experience of writing insightful and succinct board papers. • Experience of delivering presentations to board and fielding their questions on key projects.