

## Friends of the Earth – Job Description

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| <b>Job title</b>       | Head of Engagement  |
| <b>Reporting to</b>    | Director of Engagement  |
| <b>Team</b>            | Marketing, Brand & Audience   |
| <b>Career stage</b>    | Grade B   |
| <b>Contract</b>        | Permanent   |
| <b>Location</b>        | Flexible  |
| <b>Line management</b> | Email Marketing Manager; Social Media Manager; Marketing Manager; Paid Media Specialist |

### Purpose of the role

Friends of the Earth is an international campaigning community dedicated to protecting the natural world and the wellbeing of everyone in it. The Head of Engagement works with teams across the organisation to develop and deliver marketing and communications strategies that inform, inspire and enable people to act in support of our mission.

They play a key role in developing audience strategy and are responsible for ensuring audience insight underpins campaigns and communications planning and delivery. They will help strengthen engagement and involvement with key audiences through a diverse range of content, activities and communication channels.

As brand guardian, they work with Engagement leads on strategies to increase organisational reputation, as well as ensuring excellence and consistency in communications, and a robust approach to managing reputational risk.

### Key responsibilities and tasks

#### Leadership

- Bring ambition, clarity and pace to work and set clear examples of best practice.
- Support and enable the team to be ambitious and innovative in their thinking and delivery.
- Help to create a culture of cross team collaboration to further strategic goals.

#### Strategic oversight

- Support the Director of Engagement with the development and delivery of brand and audience strategy in-line with the organisational strategy and ambition.
- Help to create a data-driven culture within the directorate that encourages decision-making based on insight and impact.
- Work with colleagues to ensure brand and marketing activities are compliant with best practice data protection regulation.
- Monitor external trends and developments in area of expertise and apply them where appropriate to Friends of the Earth's work.
- Produce compelling and robust reports, providing key metrics and narratives, for senior managers and Board.

#### Operational management

- Manage team resourcing, recruitment and budget.
- Ensure the work of the team is consistent with and supports the delivery of the organisational strategy and ambition.

#### Brand

- Lead the development of Friends of the Earth's brand and it's positioning.
- Work closely with the Head of Content and Creative and the Head of Media & Communications on visual identity, organisational narratives and tone of voice.

- Ensure the brand is promoted and maintained across all areas of the organisation.
- Ensure all marketing outputs are high quality, on-brand and meet strategic objectives.

### **Marketing**

- Lead the development and implementation of marketing campaigns to support Friends of the Earth's campaigns and activities.
- Work with colleagues to ensure effective supporter recruitment, retention and engagement plans are in place, activities are well coordinated and meet strategic goals.
- Ensure that Friends of the Earth communications are appropriately segmented and engaging supporter journeys are in place.
- Work collaboratively with colleagues and volunteer networks to consult and seek input as needed, ensuring supporter voice shapes the approach to marketing and engagement.
- Ensure digital marketing innovation, thought leadership and best practice are at the heart of marketing strategy and approach.
- Ensure appropriate marketing resources and support are available to the network.

### **Audience**

- Develop and maintain an excellent understanding of audience needs in-line Friends of the Earth's priorities, and provide advice to decision makers to enable a supporter-centric approach to planning and delivery.
- Help to design metrics for measuring audience perceptions and engagement.
- Ensure engagement and growth targets are met.
- Lead the commissioning of internal and external audience insight to support development and delivery of brand /audience strategy and campaign planning.

***You will also need to be aware of and follow Friends of the Earth policies and procedures, with particular attention to safeguarding, equality, diversity & inclusion, and our values.***

### **Person specification**

#### **Essential:**

- Excellent writing, communicating and influencing skills (including at senior level), with sound judgement under pressure.
- Significant experience of planning, delivery and management of integrated marketing plans to support a range of goals, including influencing campaign targets, building profile and achieving fundraising goals.
- Demonstrable experience of building and leading teams and creating a supportive culture.
- Significant experience of managing a full range of online and offline marketing channels and media.
- Ability to work collaboratively with a range of stakeholders.
- Experience of commissioning, selecting and managing external suppliers.
- Experience of commissioning and applying qualitative/quantitative audience research.
- A genuine curiosity about supporter needs and demonstrable ability to respond to audience insight.
- Understanding of supporter journey and ability to segment and tailor for audiences appropriately.
- Experience of managing reputational risk and crisis communications.
- Ability to navigate complex organisations, balance competing priorities and successfully manage challenging situations.
- Ability to work in a quick response environment, to reprioritise activity and meet emerging organisational needs in a timely manner.

#### **Desirable**

- Experience of working within a campaigning organisation/context.
- Experience of working with volunteers and local community groups.

- Experience of brand management and development.
- Solid understanding of good engagement principles.

### Our Values

Ability to demonstrate understanding and apply our values.

**Integrity**- We demonstrate integrity throughout everything we do, internally and externally.

**Impact** – We make the biggest impact we can through good analysis and judgement, insight, feedback and focus.

**Leadership** – We motivate others through our individual and collective actions, our compelling vision, and our clarity on what work needs to be done.

**Focus on Friends**- To build our influence we put new and existing ‘friends’ at the heart of our work.

**Accountability**- We hold ourselves and other to account for our work and how we work.

**Learning and Enquiring Mindset**- We learn continuously, challenging our own assumptions and habits while expanding our horizons to enable us to improve the impact of our work.

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| Date approved | July 2022 |
| Date reviewed |           |

*Friends of the Earth staff are not permitted to hold office for political parties or stand as candidates for political parties. Staff should also seek permission from the Senior Management Team if they wish to hold a non-public facing official role in a political party. If this is an issue, please do raise this with us as soon as possible.*

*This job description is current as at the date shown above. In consultation with the post-holder it is liable to variation by the Director to reflect or anticipate changes, in, or to, the post and the organisation.*

*The job description gives an overview of the main responsibilities of the role. The day to day role will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post.*