**Job Title** Head of Marketing and Communications

**Department** Marketing

**Reports to** CEO

**Responsible for** Current team of:

Marketing Assistant

Communications Officers/ PR Agency

Digital Content Officer

The Head of Marketing and Communications is a key role for the organisation, responsible for maximising the commercial opportunity and communicating the conservation impact of the OCT’s three core programmes: OCT Habitats, OCT Advocacy and OCT Experiences, which includes both the NMA (National Marine Aquarium) and the NMP (National Marine Park). The role will report directly to the Chief Executive and will be a key member of the senior management team.

The successful applicant will lead the strategy for the marketing and communications activities of the organisation and be responsible for its operational implementation. This will involve driving the OCT brand and core programmes across a range of stakeholders, tailoring messaging and working with the relevant department heads to develop campaigns and activities, as well as the delivery of key strategic objectives in the 5 Year Plan.

The role has a strong commercial focus, devising and implementing revenue generating initiatives to fund the core programmes. In addition, the role will be responsible for driving recruitment across both OCT and NMA platforms, particularly in respect of ocean related behaviour change and membership programmes.

The role will be key to developing OCT’s brand proposition, maximising the commercial value of both the OCT and the NMA, providing direction and marketing services across the organisation, supporting the following areas of work:

**OCT**

* Brand development, strategy and stewardship.
* Marketing services to support the OCT’s purpose, notably around Ocean related behaviour change and Habitat Restoration.
* Conservation campaigns and communication:
  + Habitats
  + Advocacy
* Corporate partnership support.
* Schools and Community Engagement Programme support.
* Public Fundraising programme and events.
* Membership recruitment, fulfilment and income generation.
* Communications and PR fort the OCT Group.

**NMA**

- Brand development, strategy and stewardship.

- Income generation and promotion.

* Day visit ticket sales.
* Event sales.
* Function sales.
* Attraction PR and communication.

Overall, this role will be pivotal in developing the Ocean Conservation Trust (OCT) as the leading Ocean conservation charity in the UK, by developing, planning and delivering exceptional marketing and communication programmes.

**Primary Objectives**

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* Build strong brand equity for the OCT.
* Develop strong propositions and campaigns for its three core programmes, Habitats, Advocacy and Experiences.
* Deliver sustainable income growth through NMA income streams, memberships and commercial partnerships.
* Build strong key local, regional and national media relationships.
* Build strong comms/ marketing network with relevant government, scientific and NGO organisations.
* Deliver the full range of marketing and comms services to all operating units.
* Monitor and report competitor activity and market tends that could impact company performance.
* Commission research and gather information to develop a deep understanding of consumer likes, preferences and trends to support programme and business decisions.

**Responsibilities**

* Work collaboratively, internally and externally, building and developing a team to deliver effective marketing , communication and partnership initiatives.
* Ensure the relationship with marketing agencies and other key contacts is managed, ensuring that partners are enthused and inspired, guaranteeing value from suppliers and reporting on performance.
* Manage and control the marketing budget.
* Support all other departments with marketing and communication activity.
* Manage & oversee maintenance of all OCT websites.
* Lead the creation and implementation of the annual social media strategy, with support from team members.
* Manage original content for use on digital platforms.
* Look for opportunities for collaborative working in the sector both in Plymouth, nationally and internationally and secure partnership support and collaborations, including income generation.
* Work with all department Heads to develop programmes to maximise OCT membership, recruitment, fulfillment and income generation opportunities.
* Analyse and respond to trends in the tourism sector to ensure strategies can adapt.
* Build internal and external relationships to fulfil the organisational vision of being the ‘go-to’ organisation within the sector including sponsors, suppliers, commercial and third-sector partners.

**Leadership Duties**

* Lead and motivate the Marketing and Communications team to deliver the objectives, ensuring performance is managed and appropriate training is delivered.
* Work collaboratively as a member of the senior management team, play a full role in the workings and management of the NMA in all aspects of its day-to-day activities and contribute positively to the strategic direction of the organization.
* Support the CEO in collating the necessary reports for the Board and Trustees and attend relevant meetings.
* Adhere to the Core Values of the OCT which are: Positivity, Respect, Integrity, Diversity and Engagement
* At all times to behave in a safe and responsible manner in accordance with company Health & Safety policy and the requirements of Health & Safety legislation relating to your responsibilities and to promote and act in the Employer’s best interest.
* Undertake training deemed as appropriate to your role.
* To adopt a flexible approach to working hours to ensure the viability of NMA operations (this includes the shift-working pattern, public bank holidays and weekends).
* Undertake the role of Duty Manager as required.
* Participate in extraordinary duties as required.
* To carry out other activities as appropriate on the instruction of the CEO.