

JOB DESCRIPTION

Job title: Head of Marketing and Income Generation
Directorate: Corporate Strategy
Grade: 9

JOB CONTEXT / DIMENSIONS / RELATIONSHIPS:

Reports to: Chief Executive
Manages: Marketing and Income Generation Team
Liaison with: All relevant stakeholders, internal and external

JOB PURPOSE:

- Design, develop and deliver an ongoing fundraising strategy maximising unrestricted and restricted income to support delivery of the SDNPA Corporate Plan and the achievement of financial self-sustainability.
- Guide the SDNPA in adopting a commercial focus and integrate thinking and plans to build income generation in an innovative way, providing direction, advice, expertise and leadership on all income generation activities

KEY ACCOUNTABILITIES:

- Direct, develop and support the fundraising, marketing and communications and engagement functions.
- Develop a strong external profile for the role and work of the SDNPA as guardian of the unique environment which is the South Downs National Park
- Develop and implement a public affairs strategy to focus and direct external relationships of the SDNPA to support income generation to achieve the delivery of corporate goals and objectives
- Provide guidance, support and advice across the organisation to ensure all marketing and fundraising opportunities are exploited to the full potential to the benefit of the SDNPA.
- Support the formulation and implementation of a marketing/communications/PR plan and a public affairs strategy
- Guide the SDNPA in adopting a commercial focus that integrates thinking and plans to build income generation in an innovative way.
- Create a commercial and externally focussed culture and joined up model for income generation across the SDNPA; planning and developing income streams, consistent with the achievement of organisational goals and outcomes.
- Capitalise on branding, PR, social media and the SDNPA website etc. to focus on income generation.
- Support the Senior Management Team with corporate decision making
- This is a politically restricted post as defined by the Local Government and Housing Act 1989
- Other duties requested by the SDNPA in line with the grading of this post.

CORPORATE RESPONSIBILITIES

Maintain awareness of and compliance with the ethical, legal and policy framework within which the organisation operates including, but not limited to:

- Authority Purposes and Duty
- Performance Development Review Scheme
- National Park Circular 2010 and any subsequent updates
- Data Protection requirements including General Data Protection Regulations (GDPR)
- Freedom of Information Act
- Officers Code of Conduct
- Member/Officer Protocol
- Health and Safety Policies and Procedures
- Equality and Diversity Policy
- Information Technology User Policy
- Information Security Policy
- All policies/procedures and guidance related to the designated role