



Head of Marketing and Communications

Reports to: Chief Executive

Location: London Office (Queens Square, Camden)

Salary: £ 46- 50k

Contract Type: Permanent

Purpose

Our new Head of Marketing & Communications will play a pivotal role in shaping how our mission and impact are shared across all channels. Leading, developing, and delivering a strategic and creative marketing and communications strategy that strengthens Deafblind UK's brand awareness, raising our profile, reach and impact to support our engagement with people with lived experience, our income and fundraising generation ambitions, and our engagement with other key audiences.

Key Responsibilities

Strategic Leadership

- Develop and implement a bold, insight-led marketing and communications strategy aligned with organisational goals.
- Advise the senior leadership team on reputation, positioning, and audience engagement.
- Protect and enhance the organisation's brand and voice.

Marketing and Campaigns

- Lead integrated campaigns across digital, print, and broadcast that support fundraising, service delivery, and stakeholder engagement.
- Oversee content creation that brings to life the stories and impact of our work.
- Oversee key organisational marketing and communications initiatives, including our annual conference and Deafblind awareness week.
- Day-to-day management of our website to ensure content is accurate, engaging, and aligned with our values and branding guidelines.
- Monitor and report on performance, adjusting approaches based on insight, data and feedback gathered

Media and PR

- Build and maintain strong media relationships across all platforms to raise the profile of Deafblind UK.
- Act as a spokesperson when required, and support colleagues with media training and guidance.
- Manage responses to media enquiries and crisis communications.

Digital Communications

- Oversee digital channels including website, social media, email, and paid digital marketing.
- Ensure a consistent, accessible, and engaging presence across all platforms.
- Leading innovation in digital tools and technologies to maximise reach and engagement.

Brand and Internal Comms

- Champion the consistent use of brand and messaging internally and externally.
- Work with individuals and teams across Deafblind UK to support internal communications that inform and inspire staff and volunteers.

Management and Collaboration

- Prepare and manage the Marketing & Communications Budget in consultation and collaboration with all our internal Departments.
- Deliver Marketing and Communications support across Deafblind UK as set out in our overarching Operational Plan, aligning messaging with our core values and priorities.
- Build, manage and develop a high-performing marketing and communications team.
- Maintain and manage relationships with external agencies and suppliers.

Person Specification

Essential Experience & Skills

- Proven experience of leading marketing and communications in a similar role.
- Strategic thinker with the ability to turn insight into impact and instigate and deliver change management.
- Confident in managing media relations, press releases, and crisis communications.
- Experience in brand management, media relations and digital marketing, including social media, SEO, email campaigns, and analytics.
- Strong project, budget and campaign management skills.
- Experience managing and developing teams, with a collaborative and empowering leadership style.
- Excellent written and verbal communication skills, with the ability to tailor messages for diverse audiences.
- Alignment with our values and passion for our mission.

Desirable

- Understanding of sensory loss, disability rights, or the lived experience of people who are deafblind.
- Experience in the charity or public sector, and a familiarity with fundraising and supporter journeys.
- Knowledge of accessibility and inclusive communications.



- Experience working with creative agencies or freelancers.
- Familiarity with brand development and audience segmentation.

Personal Attributes

- Passionate advocate for inclusion, accessibility and empowerment.
- Flexible, resilient, and solutions-focused.
- Excellent interpersonal skills and ability to build relationships with stakeholders at all levels.