



**Head of Marketing and Communication**

**Application Pack**



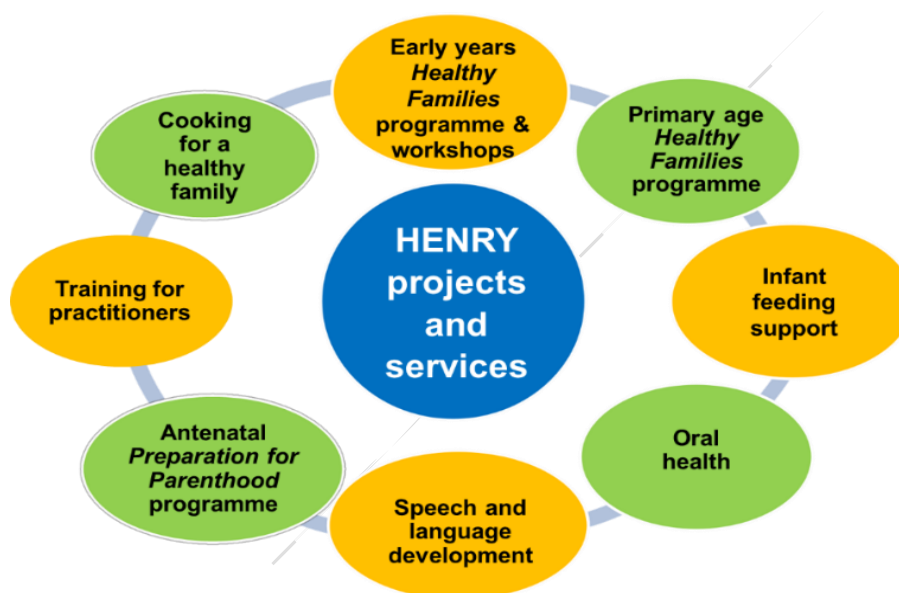
## About HENRY

Childhood experiences last a lifetime - so every child deserves the best possible start in life. And although parents want a happy healthy future for their children, family life isn't always easy. Our mission is to support a healthy, happy start for children and lay the foundations for a brighter future – by making sure families get the support they need.

### Our service offer

Founded in 2009, HENRY is now the leading national provider of evidence-based services to support a healthy start. We are currently working in partnership with NHS trusts, public health teams, children's services and other partners in around 40 local authorities and 5,634 families benefited from HENRY support in the last year.

We support parents to transform family life for the better in all sorts of ways – including emotional wellbeing, family relationships, parenting skills, infant feeding, the home learning environment, improved nutrition and getting more active.



### Our values

HENRY aspires to be a values-led organisation. All of our work with families, partners and HENRY colleagues is underpinned by the following explicit values:

- **Partnership:** parents are the experts in their own family so we start with their experience and support them to make changes that they believe will lead to a healthier and happier life.
- **Strengths-based:** we acknowledge and build on all the things that are going well, fostering hope and self-belief.
- **Person-centred:** families face different challenges - we get alongside families and listen, building a relationship based on trust and empathy.
- **Respect:** we value families for who they are and seek to understand rather than judge.
- **Inclusive:** we find out about the difficulties that some families face in accessing support and work proactively to overcome barriers.

- **Excellence:** we strive to provide families with high quality and effective support; we value learning about what doesn't work as well as what does, approaching new ideas with an attitude of curiosity and using reflective practice, evidence and feedback to improve our services.

## Our impact: 10 years of making a difference to the lives of children and their families

Our 10-year impact report<sup>1</sup>, published last year, tells the HENRY story through the voices of families, volunteers and local practitioners – as well as bring to life many of the collective changes that children and families have achieved.

*I started a programme and ended up with a new life*



Every day, we are helping some of the UK's most vulnerable and deprived families provide a great start for their children, so they flourish throughout childhood and beyond. Following a HENRY programme:

- 93% of families lead a healthier lifestyle
- 77% of parents have improved emotional wellbeing, including feeling happier, less isolated and less stressed
- 86% of parents are able to hold boundaries more effectively

*I'm now the Mum my child deserves*

*It was one of the best decisions in my life to attend the HENRY programme. Before, as a single mum (with no relatives in UK), I was full of doubts how to raise my child. Now I am a confident parent who knows what is best, both for me and my child.*

*I had to realise that everything depends on us, parents. Happy mum, happy child. Before the programme, I was not sleeping enough, no exercising, I was eating junk food, I was frustrated.*

*During the programme, I introduced new habits, such as sleeping more, eating fruits and vegetables every day, looking at the food labels before buying anything, introducing new foods, exercising more, tidying the flat, giving choices to my baby girl, reading to her more.*

*It also gave me the opportunity to meet other parents, and to avoid depression. I really enjoyed that somebody is taking care of me. We got flowers, candles to chill and relax at home. I learned that "me time" is very important, not just for me but for my baby as well.*

<sup>1</sup> [www.henry.org.uk/impactreport](http://www.henry.org.uk/impactreport)

*We got free vitamins, balls, books (what my baby girl loves so much that there is no day without reading the Henry Bear story to her).*

**Hackney parent**

## Our team of staff and volunteers

HENRY currently employs 64 staff. Just over a third of staff are based at our national office near Oxford, with the majority of staff based locally (Hackney and City of London, Lambeth, Waltham Forest, Southend, Bradford and Blackpool) delivering services and projects.

In addition to our employed staff team, teams of freelance trainers, sessional facilitators and volunteers also play a crucial part in delivering HENRY services.

HENRY's supportive ethos and high levels of staff satisfaction and commitment are evident in our annual staff surveys. 100% of staff tell us they are proud to work for HENRY, would recommend HENRY as an employer and have continued to feel well-supported during the challenges of the coronavirus pandemic.

## Our future

In April 2019 we began implementation of our new 3 year plan to maximise:

- **impact:** the greatest positive change for the people we support
- **reach:** the number and diversity of people we support, as well as our geographical reach
- **revenue:** ensuring financial sustainability to deliver our charitable objectives

Our strategic objectives in achieving this are to:

- Continue to strengthen our work in pregnancy and the early years
- Extend HENRY to parents of children aged 5-11 and to teenagers
- Extend our reach through the use of digital technology and new partnerships
- Develop and maintain our reputation as a 'centre of excellence', working with academic partners to strengthen our evidence base and influencing national policy
- Develop new income-generating activities to support our core mission

This is an exciting time to be joining HENRY. Over the last 5 years we have successfully implemented ambitious plans for growth, and are projecting further growth in 20/21.

The coronavirus pandemic has impacted face-to-face delivery and accelerated our plans for digitalisation, with rapid adaptation of our family support and training activities for online delivery.



## Overview of role

Job Title	Head of Marketing and Communications
Office Base	Home-based during pandemic. Flexible working thereafter – mixture of home-based and national support unit, 6 Elm Place, Old Witney Road, Eynsham, OX29 4BD
Hours per week	37.5
Salary	£37,511 rising by annual increments to £42,245
Responsible to	Chief Executive
Annual leave	30 days per year plus bank holidays
Pension	Access to pension scheme with a matched employer contribution of up to 6%

### Job Purpose

This is a new role reporting directly to the Chief Executive and part of the Senior Leadership Team.

The postholder will head up a new team focused on stakeholder engagement, bringing together marketing, user participation, fundraising, policy and impact reporting activities, and making a key contribution to increasing reach and revenue.

### Key working relationships

- Direct reports in marketing and communication team – currently Information Officer and Marketing and Communications Officer. We may recruit a Fundraising Officer and/or Policy Manager once the Head of Marketing and Communication is appointed, based on review of need
- Senior Leadership Team colleagues
- Digital and Data Manager
- Local and national HENRY services
- Trustees
- External stakeholders including beneficiaries, Government, the public health and children's services sectors and charitable, corporate and individual donors
- Media

### Key Responsibilities

1. Effectively lead, inspire, develop and manage the Marketing & Communications team, enabling them to achieve key marketing, communication and fundraising objectives
2. Develop, implement and evaluate strategies to drive user engagement and participation
3. Lead on fundraising strategy development and implementation to support HENRY's continued growth
4. Provide collective leadership, working with senior colleagues to drive and support innovation, growth and sustainability within a values-based organisational culture

## **1. Effectively lead, inspire, develop and manage the Marketing & Communications team, enabling them to achieve key marketing and communication objectives**

- Lead on HENRY's marketing and communications strategy and activity across all channels and platforms with clear objectives and measurable impact.
- Use data and analytics to focus on highest impact and return on investment.
- Work with colleagues and stakeholders to create compelling story content that will raise the charity's profile and credibility amongst key target audiences.
- Lead on media activity - cultivating relationships, generating opportunities, drafting media releases and supporting spokespeople.
- Manage HENRY's digital platforms – including website and social media - and ensure content is up-to-date, relevant and engaging.
- Develop our CRM strategy through to implementation of a new CRM system.
- Provide on-going management support for direct reports in accordance with HENRY's supervision, appraisal and employment policies to enable optimum staff performance, wellbeing and development.

## **2. Develop, implement and evaluate strategies to drive user engagement and participation**

- Lead on HENRY's participation strategy to reach and engage parents and families in service uptake, co-production and organisational planning.
- Develop, implement and evaluate new ways to engage users and potential users of our services.
- Ensure that HENRY communications are accessible and inclusive, enabling the charity to reach under-represented groups.

## **3. Lead on fundraising strategy development and implementation to support HENRY's continued growth**

- Develop and deliver a strategy to grow and optimise income generation opportunities, encompassing Trusts, corporate partnerships, individual donors, legacies and appeals.
- Build and maintain relationships with key donors and partners.
- Work with colleagues to develop creative and engaging ways of maintaining funder interest and support alongside provision of regular reports.
- Lead on major bids and ensure that all fundraising activities are developed, written and presented to a high standard and in a way that maximises the chances of success.

## **4. Provide collective leadership, working with senior colleagues to drive and support innovation, growth and sustainability within a values-based organisational culture**

- Contribute marketing and communications insights to the development of HENRY services and strategic planning.
- Work closely with the Chief Executive and other senior colleagues to develop, implement and monitor organisational business plans.
- Promote and support best practice across the organisation, including equal opportunities, management of risk, safeguarding, health and safety, continuous improvement and staff support and development.

## **5. Attitudes, behaviour & values**

- Build respectful relationships, understanding the impact of your behaviour on others and being willing to adapt it when necessary.
- Work effectively as a member of the team by consulting and sharing information with colleagues, managing your time to meet deadlines and preparing for meetings.
- Communicate effectively with partners.

- Maintain clear and accurate records.
- Comply with all organisational policies and procedures.
- Model HENRY values.
- Support own development through on-going reading, research, reflective practice and supervision.

## Person specification

	Essential	Desirable
<b>Qualifications</b>	Graduate level of education	Marketing qualification or relevant degree
<b>Experience</b>	<p>Significant track record in marketing/communications/fundraising roles</p> <p>Developing and delivering communications strategies</p> <p>Proven income-generation experience across multiple funding streams</p> <p>At least 5 years' experience of managing teams and projects</p> <p>Strategic networking with a range of external partners and stakeholders</p>	<p>Working in health/children's charitable or public sectors</p> <p>Managing budgets</p> <p>Working with designers, web developers and printers</p>
<b>Knowledge</b>	<p>Excellent understanding of digital communications platforms</p> <p>Securing media coverage</p>	Infographics and design software
<b>Skills and attitudes</b>	<p>A keen eye for a story, with the ability to produce compelling content and engage diverse audiences</p> <p>Excellent communicator with outstanding interpersonal, presentation and relationship building skills</p> <p>Creative and strategic thinker</p> <p>Strong project management skills</p> <p>Data and IT literate</p> <p>Team player with a desire to help others reach shared goals</p> <p>Strong motivation to contribute to HENRY's work and support our organisational values</p>	

## Application timetable

Deadline for applications	Monday 15 <sup>th</sup> March 2021 at 8am
Selection Day	Friday 19 <sup>th</sup> March 2021

## Application process

For more information please contact Kim Roberts at [kim.roberts@henry.org.uk](mailto:kim.roberts@henry.org.uk).  
To submit an application please complete the following and email them to [recruitment@henry.org.uk](mailto:recruitment@henry.org.uk)

- Pre-shortlisting task
- Application form
- Equal opportunities form