

SCOPE

= Equality for
disabled people

Executive Director of Digital and Marketing



Welcome from the Chief Executive

Thank you for your interest in this new role of Executive Director of Digital and Marketing.

This is an exciting time to help shape the future of the charity and deliver on our ambition to be digital first. The last two years, under the pandemic, have shown us just how effective we can be with a greater digital reach. We are keen to make the most of this potential as a social change organisation for the future. In this vital role you will lead a new directorate that will ensure digital is at the heart of our culture.

Our strategy puts our audiences at the heart of what we do. To deliver this we need a step change in our digital, data and marketing capability. We need someone who can lead the innovation in this area, across Scope, with in-depth knowledge of digital and marketing principles to transform our delivery and the impact we make.

You will be a transformational leader with experience of developing high-performing teams to help increase reach to our audiences and to deepen our impact upon them. You will be great at engaging with a wide range of audiences and be an active voice in ensuring diversity, equity and inclusion.

Our mission is for disabled people to have the same opportunities as everyone. To achieve this, we must be widely known and understood, have high reach and be impactful and innovative in our approach to engagement. You do not need to be working in the charity sector, but you must share our passion and mission. If you have the skills, leadership, and qualities we are looking for, we'd love you to join us.

Mark Hodgkinson
Chief Executive



About Us

We're Scope, the disability equality charity in The UK.

Vision and Mission

Our vision

We won't stop until we achieve a society where all disabled people enjoy equality and fairness.

Our mission

We're a strong community of disabled and non-disabled people with a shared vision of equality.

We provide practical advice and emotional support whenever people need them most. We do this through our Scope helpline, our online community, a range of employment and child sleep services, community engagement programmes, partnerships and more.

We use our collective power to change attitudes and end injustice. We partner with others to increase our reach and impact. And we campaign relentlessly to create a fairer society.

Our Strategy

Our current strategy, Everyday Equality, sets out our ambition to be the go-to organisation for disability and a focus on social change. We are coming to the end of this strategy period so you will be joining at an exciting time as we co-produce our next organisational strategy.

We are the go-to organisation for disability, directly reaching 2 million people with information, advice and support.

We are driving change for many of the 14 million disabled people in the UK so their ambitions aren't limited by attitudes or policy and they can lead the lives they choose.

Please follow this link to read our full strategy: [Everyday Equality strategy | Disability charity Scope UK](#)



Job Description

Job Title:	Executive Director, Digital and Marketing
Direct reports:	Chief Executive
Key relationships:	Direct line management of four Indirect line management of Digital and Marketing teams

Role purpose:

We are looking for an Executive Director of Digital and Marketing to set and shape our newly formed directorate. You will develop a digital first approach for Scope which will be delivered by a high performing team. You will ensure digital is at the heart of our culture and supports Scope in leveraging our digital and marketing capability as a strategic asset.

Key contacts

Internal contacts

- All directorates across Scope
- Board of Directors

External contacts

- Our audiences: supporters, donors, customers, influencers and partners.

Key accountabilities and responsibilities

You will be responsible for developing Scope's digital first ambition and its digital and marketing strategies to deliver our goals.

Shaping digital and marketing for the future.

You will:

- Lead the development of the digital and marketing strategy.
- Help shape and improve the organisation's strategic and operational performance.
- Accountable to the Chief Executive and contribute to the organisational leadership of Scope.
- Develop your team's capability to help increase reach and engage with our audiences.
- Be a role model of our values and culture and be a leader of positive change.
- Show strong personal accountability.
- Embrace diversity and inclusion through trust building to earn respect and gain buy-in.
- Provide oversight and controls to help meet Scope's strategic goals.

Person specification

Knowledge and experience

Essential

- Experience of leading and delivering digital and marketing transformation strategies.
- Experience of raising standards and implementing strong controls to deliver high quality outcomes.
- Demonstrable success of building and managing high-performing, diverse and inclusive teams.
- Experience of building effective relationships and engaging with a wide range of stakeholders.
- Experience of managing internal resources.

Desirable

- Lived experience of disability and/ or understanding of the social model of disability.
- Agile project management experience.
- Experience of working within the not-for-profit sector.

Skills and competencies

Essential

- A strong people manager able to inspire and develop teams and colleagues.
- Ability to utilise industry best practice and technology to deliver innovative solutions.
- Outstanding communication and influencing skills.
- Ability to lead others to improve service delivery.
- Ability to prioritise work and deliver to competing deadlines.
- Proven change management skills.
- Strong commercial acumen.
- Used to operating at the highest levels within an organisation.
- Results focused with a proven track record of full life cycle delivery.
- Strategic and innovative thinker
- Well-disciplined approach to complex, resilient and secure delivery.



Terms of appointment

Contract

Permanent

Salary

The salary for this role is circa £100,000 per annum on a full-time basis.

Work Pattern

Full time, 35 hours per week.

Location

Here East (Flexible hybrid working available)

Annual leave

27 days annual leave plus bank holidays.

We also allow 5 days' holiday to be bought or sold

Pension

Scope Worksave Pension plan, employer contributions begin at 3 percent with optional increased contributions at two and four years' service. It is operated on a salary sacrifice basis (before tax and national insurance).

Other benefits

- Disability support leave
- Dedicated Adjustments team to support Access to work claims and any work-based adjustments requirements.
- Strong colleague networks across disability, race and LGBTQ+
- Life assurance, if you belong to our pension scheme your dependents will receive 3 times your salary
- Discounted gym membership
- Season ticket loans
- Cycle to work, salary sacrifice scheme
- Retail and leisure discounts
- Individual and team recognition awards and long service awards
- Enhanced family and sick leave pay policies



How to apply

If you would like discuss the role before making an application please contact Rebecca O'Connor at rebecca.oconnor@starfishsearch.com .

To make an application, please go to <https://starfishsearch.com/jobs/scope-ed-dig-mar/> and click on the apply now button, attaching:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not part of your application.

Closing date: Friday 28th October 2022

Preliminary interviews with Starfish: w/c 14th November 2022

Interviews with Scope: w/c 5th December 2022

