



CANDIDATE PACK FOR GROUP HEAD OF MARCOMS

WELCOME

Dear Candidate,

Thank you for your interest in becoming our new Group Head of Marcoms and for considering PDSA for the next step in your future career.



This is a fantastic opportunity to work in a special organisation that touches the lives of pets and people the length and breadth of the UK. What we do matters. We exist to provide compassionate vet care for those in need. We're here for the person and their pet, as a family.

With 48 PDSA Pet Hospitals providing more than 2.7 million veterinary treatments a year, there is no other charity comparable to PDSA in terms of the scale and the impact we have on animal welfare for those most in need. Our expertise and huge national presence evidenced by our iconic **PAW Report** means that we touch the lives of more pets and their owners than any other animal charity. However, although we do great things every day, we need to make sure that more people know, love, and support us in the work we do.

PDSA does not receive any money from government – we rely entirely on public support, through donations, gifts in wills and via our retail network and trading activities to meet the annual cost of our services, which is £75 million per year. As demand for our services inevitably increase, we need to find new ways to engage with supporters of all ages and to share with them the breadth of what we do and the impact we have on the lives of people and their pets.

Our new Group Head of Marcoms will lead the development of our brand across all marketing channels. You will be an experienced marketing professional with vision and a deep functional knowledge of the power of products, PR, and public affairs to tell our story effectively to many different audiences. A natural leader who is able to articulate the vision and take people on the journey of change, you will have experience of developing and delivering high impact marketing programmes.

You will be creative and ambitious in your approach. Experienced in the development of a strong clear brand and the power of compelling stories to engage support as well as the value of data to inform progress and enhance insight. Skilled in looking forward, you will use data, benchmarking and trends in consumer and supporter behaviour to define our future vision. You will be a key leader of the transformation team within our marketing and communications at PDSA.

In addition, you will have the opportunity to make a real difference to a unique organisation and to the people and pets we are here to serve. We truly believe in our core values that we achieve more when we are 'better together'.

We are committed to building a diverse workforce and leadership group and are taking positive action to increase diversity throughout our charity at all levels. We welcome applications from a range of backgrounds and experiences.

If you are inspired by this role and the information provided, we look forward to hearing from you.

I wish you all the best in your application

Jan McLoughlin
Director General



ABOUT US

PDSA is a national charity. We have been taking care of pets in need for over 105 years

We believe that everyone, no matter what their circumstances, has the right to experience the unique bond – the love and companionship – that comes from owning a pet.

For so many people and pets, PDSA is a lifeline when they can't afford veterinary treatment. Our aim is for a fairer society where social inequality is no barrier to the love and companionship of owning a pet.

PDSA is entirely self-sustaining. We generate income from a number of sources, including public donations, gifts in wills and via our retail network and trading activities.

More information can be found in our [2022 Annual Accounts](#)

OUR HISTORY

PDSA has been a lifeline for sick and injured pets since 1917 and we owe it all to one truly inspirational woman: PDSA's founder, Maria Dickin.

Maria Dickin was born in London in 1870. The daughter of a Free Church Minister, she was an independent-minded young woman, never afraid to voice her beliefs.

When she went to visit the poor in the East End of London, she was horrified by the terrible poverty she witnessed – especially the sight of their sick and injured pets who were in desperate need of veterinary care. Dogs and cats had no choice but to scavenge from the gutters, many in pain and suffering – raw with mange and often dragging their broken limbs. All because their owners simply couldn't afford to pay for treatment.

On Saturday 17 November 1917, during the First World War, Maria opened The People's Dispensary for Sick Animals of the Poor, providing a free service for pets in need, in a Whitechapel basement.

There was so much demand that she soon needed larger premises and established a fleet of mobile dispensaries to travel around the country.

Maria devoted her life to improving the welfare of the pets she loved. Her determination, enthusiasm and pioneering spirit define PDSA to this day.

We're proud to continue her work, ensuring that today, and in the years to come, people who, through no fault of their own, can't afford to pay for private veterinary care still have somewhere to go for emergency help and treatment.

OUR VISION

PDSA's vision is a society in which no pet is denied veterinary care because their owner can't afford it. We work hard every day to keep pets healthy and protect the special bond between pets and their owners.

OUR VALUES

Our values are the qualities that bind us and make us who we are. They're our DNA; always there guiding our actions, behaviours and our decision-making process. Our values are:

Head and Heart - Expertise with understanding. At PDSA, we combine expertise with understanding to help deliver a happier and healthier future for pets and their owners.

Better together - Empowering through unity. We can achieve more if we work in partnership with everyone who touches the life of a pet. Working together, PDSA, owners, supporters and the public can all have a positive impact on pets' health and happiness.

Passion with Purpose - Driven in our dedication. We can all make a difference in creating a world where no pet suffers. We must improve and deliver more today than yesterday, making every pound deliver even more benefit. Our passion and dedication drive us to continually achieve more.

Helping people & their pets

PDSA's year in numbers

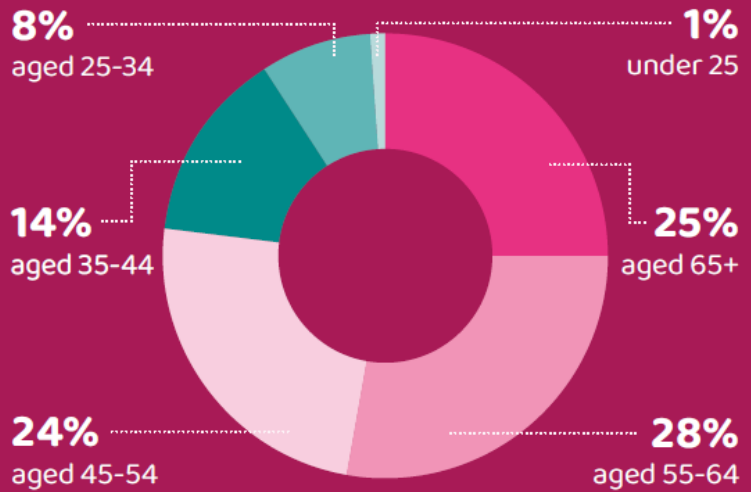


37%

of the pet owners we support are **disabled** or living with a serious **health condition** that makes everyday tasks **difficult**.



The pet owners we support are aged



We cared for

4,600 pets every working day.

That's an average of:



3,335 dogs



1,106 cats



36 rabbits



We provided **help and advice** to over

6.1 million

people through our digital channels.



We have

48 Pet Hospitals.



28%

of the pet owners we support are **retired**.



We reached over

165,000

children with our **pet education** messages.



We have over

100 Charity Shops.

Our **veterinary services** cost over

£75.4 million to run.



OUR MARKETING, FUNDRAISING AND ENGAGEMENT TEAM.

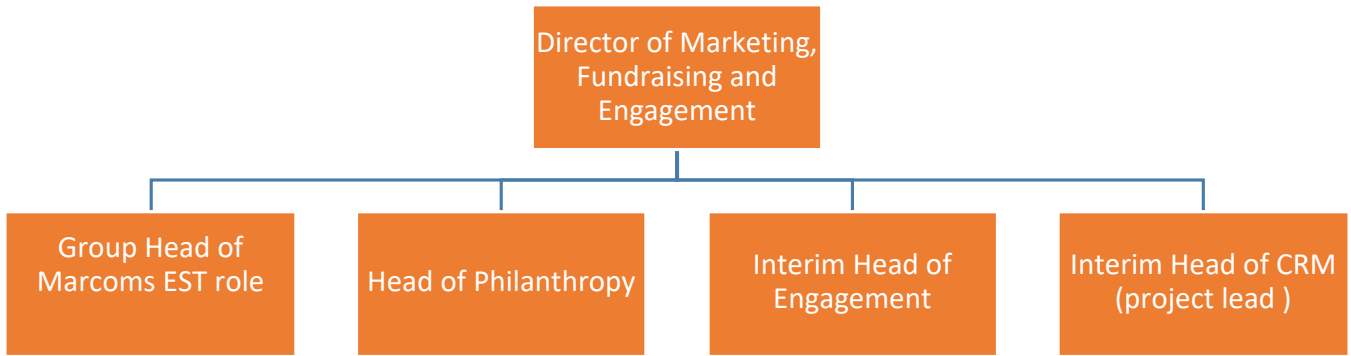
As a national charity with an annual income of £106m PDSA has the biggest impact on the lives of animals within the UK and yet our brand is not as well recognised as we would like it to be. Our hospitals provide expert emergency support to more than 2.7 million people and their pets every year, but too few people really know about the incredible work we do or how it is funded.

All of our income comes from public support, through donations, gifts in wills and via our retail network and trading activities. Our sustainability relies on effectively managing change and we are currently modernising our marketing and fundraising approach. We know that we need to be better known, loved, and understood and to do that we need to have a clear message which conveys the breadth and depth of what we do, and we must use new approaches to communicate with our audiences.

We are reshaping our Marketing, Fundraising and Engagement team and seeking four new experienced leaders of change to join the teams in this directorate.

The Director of Marketing, Group Head of Marcoms, Head of Philanthropy, and Interim Head of CRM will all be new roles and are identified below.

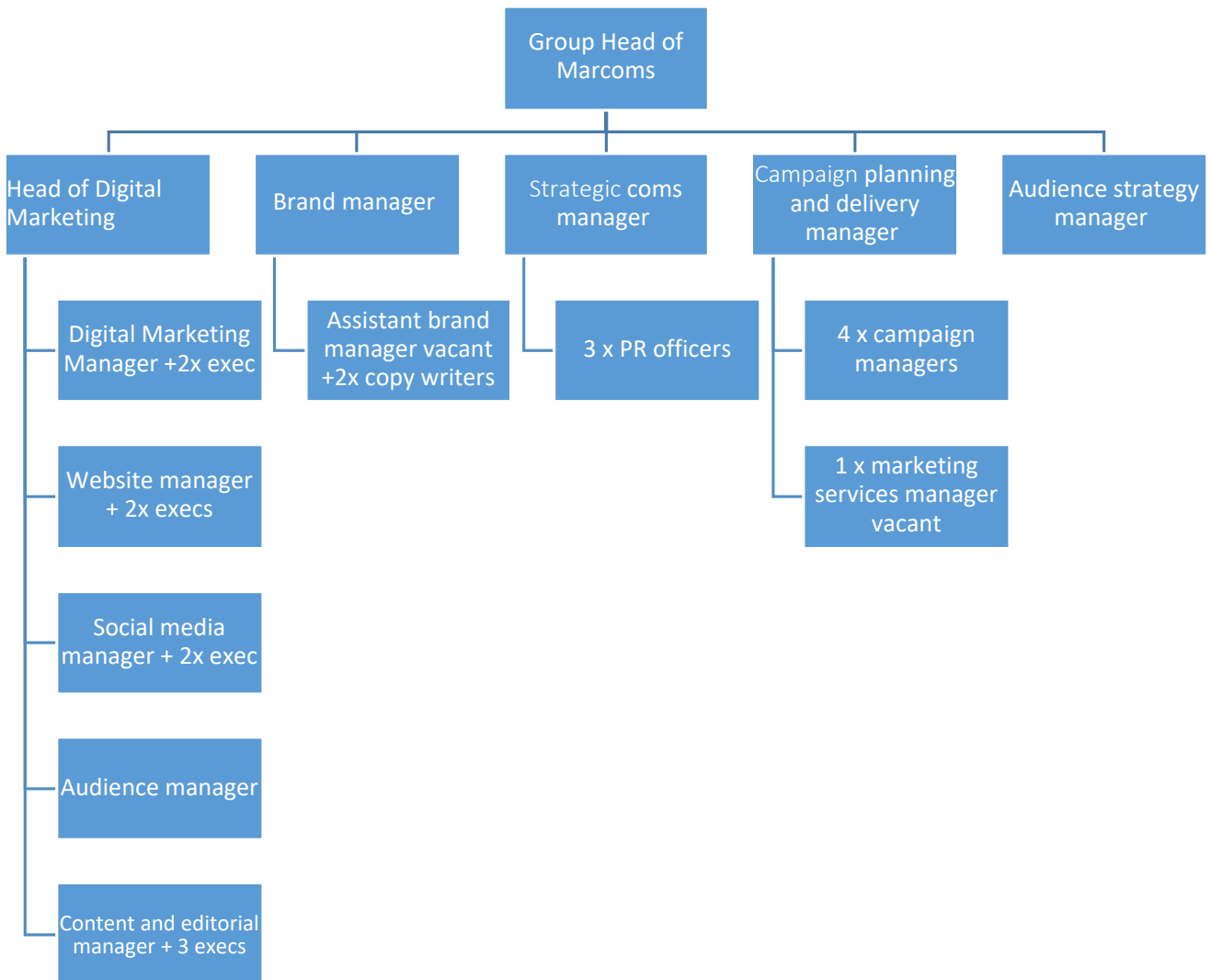
MARKETING, FUNDRAISING AND ENGAGEMENT ORG CHART



The Group Head of Marcomms is an exciting new role for PDSA and within this newly formed team, you will have the opportunity to really stamp your mark as a leader of this step-change in our marketing, fundraising and engagement.

The purpose of the role is to drive the development and execution of our strategic communications and marketing strategy across our internal and external marketing channels, including digital, to support PDSA's organisational mission. As an experienced marketing and communications professional, you will have the vision and imagination to paint a bright future for PDSA with a focus on helping us to become better known, loved, and understood.

You will have a keen eye for detail and be familiar with evidencing impact through clear measurable outcomes and detailed ROI statistics and have a strong track record of implementing successful propositions across the full range of channels, including products, PR and public affairs, and our internal propositions. Importantly, you will also bring digital expertise, strong commercial acumen, and the ability to work in an agile and responsive way.



JOB DESCRIPTION

Job title: Group Head of Marcoms

Reports to: Director of Marketing, Fundraising and Engagement

Direct reports: 5

ROLE PURPOSE

Senior leadership role responsible for driving the development and execution of our strategic communications and marketing initiatives. Enhancing brand visibility, expanding our reach, and increasing public engagement to support our mission.

MAIN RESPONSIBILITIES

- The strategic development and delivery of PDSA brand positioning and messaging ensuring this enhances and supports our organisational goals.
- Develop and implement comprehensive strategic communications and marketing strategies and plans aligned with PDSA's mission, vision, and strategic objectives.
- Oversee the creation and implementation of innovative and evidence-based communication and marketing strategies across various channels, including digital, social, traditional media, and public relations.
- Build and maintain strong relationships with media outlets, influencers, and key external partners to secure media coverage, endorsements, and strategic partnerships that increase brand visibility and reach.
- Monitor and analyse market trends, public sentiment, and industry developments to identify opportunities and proactively recommend adjustments to communication and marketing strategies.
- Develop and manage budgets, ensuring effective allocation of resources to maximise return on investment and achieve desired outcomes.
- Work with external agencies and partners to maximise value for PDSA ensuring value for money and excellence in delivery.
- Ensure alignment of internal and external messaging developing an Internal Comms strategy that contributes to improving colleagues understanding of organisational objectives, motivation, and engagement.
- Define and deliver a public affairs and public relations strategy, to secure PDSA reputation as an animal welfare sector leader, and within the wider third sector from which we can secure influence in support of our charitable objects.
- Comply with all PDSA policies and procedures.



PERSON SPECIFICATION

KNOWLEDGE AND EXPERIENCE

ESSENTIAL

- Previous experience at senior marketing management level with leadership responsibility for strategic communications and marketing.
- Demonstrated ability to lead marketing and communications disciplines with proven success in creating end-to-end strategic plans integrating digital marketing tools and techniques.
- Experience of digital and digital marketing with examples of analysing trends and benchmarking against competitors ensuring PDSA is future focused and agile in adapting our strategic vision.
- Experience in leading effective campaigns across multiple platforms with proven track record in delivering against ambitious income targets.
- Experience in managing large income and expenditure budgets, systems and processes required to effectively deliver complex marketing activity.
- As an inclusive leader, strong experience of developing collaborative and diverse teams.
- Strong media buying and agency management skills.

DESIRABLE

- Experience in the not-for-profit sector.
- Experience of public affairs strategy development.

SKILLS AND ABILITIES

- A demonstrable commitment to PDSA's values.
- Highly motivated and proactive, with excellent interpersonal skills.
- Ability to work within a high-performance environment and to deliver KPI's as defined.
- Excellent communication skills, both written and verbal, with the ability to engage and articulate the organisation's philanthropic mission to a wide range of audiences.
- Ability to work autonomously with limited support.
- A logical thinker with strong problem-solving skills.
- Accurate with excellent attention to detail.
- Discreet with an understanding of the need to maintain confidentiality.
- Respect for equality of opportunity, diversity, and inclusion with practical ideas for their implementation within the scope of post.



TERMS AND CONDITIONS OF APPOINTMENT

SALARY

The salary for this role is circa £90,000 per annum on a full-time permanent basis.

LOCATION

Remote and flexible working options

PENSION

Generous Auto-Enrolment pension and/or Contributory pension schemes available starting at an enhanced rate of 5% contributions up to 10%

ANNUAL LEAVE

In addition to public holidays, we'll give you 25 days holiday per year with the option to buy and sell up to 5 days holiday each year

ADDITIONAL BENEFITS

We are really passionate about being a great place to work, where people feel connected with what we do and where they feel they can make a genuine difference. This commitment has resulted in us being rated as one of the top 25 big organisations to work for in the UK according to Best Companies survey. In addition to being a great place to work, we offer a wide range of benefits, including:

- Remote and flexible working options
- 25 days holiday (excluding Bank Holidays), increasing with length of service and with the option to buy and sell up to 5 days per year
- An additional Wellbeing Day to take whenever you like to help recharge your batteries
- Discretionary days leave given by the Director General
- Generous Auto-Enrolment pension and/or Contributory pension schemes available starting at an enhanced rate of 5% contributions up to 10%
- Life Assurance policy (4 x Annual Salary)
- Employee Assistance Program and Online Wellbeing Centre available 24/7 giving you the ability to speak with a professional in confidence about a range of issues
- Wide range of discounts for Retail, Holiday and similar organisations on our fetch platform

PDSA is committed to embedding a culture of diversity and inclusion within our teams that reflect the communities we serve. We aim to create a working environment in which all individuals are able to make best use of their skills, free from discrimination or harassment, and in which all decisions are based on merit. We offer a range of family friendly, inclusive employment policies and opportunities for flexible working arrangements to support team members from different backgrounds.

If you have any questions or concerns regarding accessibility, please contact us and we will be happy to discuss via email or telephone reasonable adjustments that you may require throughout the recruitment process.

We are committed to safeguarding and promoting the welfare of children, adults at risk and all our colleagues and expect everyone who works for us to also share this commitment and to treat people with courtesy and respect.

To support this commitment, our recruitment & selection processes are robust and rigorous. All appointments will be subject to satisfactory references and appropriate background checks.

HOW TO APPLY

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact Hilary.Clifford@starfishsearch.com and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/pdsa-group-head-of-marcoms/> and click on the apply now button, with the following prepared:

- 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 treated as part of your application.

Closing date: Friday 13th October 2023

Preliminary Interviews: w/c 30th October 2023

PDSA Final Interviews: Thursday 9th November 2023

