



# Candidate Pack for Director of Marketing & Engagement



# Welcome

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Dear Candidate,

Thank you for your interest in becoming our new Director of Marketing and Engagement.

NCT is a charity with a clear mission to support people as they become parents, through pregnancy, birth, and early parenthood.



Our vision is that everyone who becomes a parent feels confident, connected, and safe because we believe that parents help build the foundations of the future. Every year we support over 250,000 parents across the UK and Channel Islands on their unique journeys through pregnancy, birth, infant feeding, and early parenthood.

As our new Director of Marketing and Engagement, you will have a central role to play in achieving our ambitions, as a member of our Senior Leadership Team. We're looking for an experienced marketing and communications leader with high emotional intelligence and an inclusive approach who can quickly establish credibility and lead our communications, engagement, marketing, brand, content, media, public affairs, campaigns and policy. You will bring a successful track record of shaping and implementing an integrated marcomms strategy in a complex stakeholder and consumer environment, with the ability to lead a talented multidisciplinary team.

This role presents an exciting opportunity to join an ambitious and high performing executive team at a point of change and growth, and to shape the future of NCT together. As we approach the midpoint of our current 2023 – 2028 For Every Parent strategy, you will take our newly refreshed brand into creative implementation to ensure our brand values, narrative and promise come to life in every one of our NCT people, services, events, classes, groups and touch points, building a strong team of brand ambassadors across our community and beyond.

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, and to nurture a culture of inclusion for all our people and the parents and families that we support. We welcome applications from a diverse range of backgrounds and experiences.

If this role inspires you and you have the skills and experience we are looking for, we would be delighted to hear from you.

**Angela McConville**  
Chief Executive





# What we do

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With a 65-year history of transformative change, we are a vibrant community of volunteers, practitioners, peer supporters, members and advocates. We are the largest parenting charity in the country and over the decades we've supported millions of people on their unique journey into parenthood.

While many know us for our antenatal classes, we also do much more. We campaign on issues that matter to parents, provide infant feeding support, and run thousands of free community events and activities led by our amazing volunteers. We also support families facing challenges like social isolation, feeding difficulties, and poor mental health. We offer support in communities, in hospitals and online.

NCT is committed to social justice and equity. We are dedicated to being an anti-racist charity and believe that inclusion is everyone's responsibility. Being there for every parent requires bold action to challenge inequalities. By creating inclusive spaces and services that are built on collaboration and trust, we welcome and celebrate diversity and strive to meet the needs of the pregnant women, new parents, families and communities that we serve.

Find out more about our work and impact [here](#)

## Our Strategy

For Every Parent is our new strategy that sets a clear direction for our charity to reach more people, do more to support new and expectant parents, and campaign with impact.

At its core is a refreshed vision, mission, and a set of values that will act as our north star and the starting point for all our work.

### A bold 5-year plan

For Every Parent sets out our vision for the future and builds on our proud heritage – for almost 70 years of achievements by committed NCT volunteers, practitioners, breastfeeding counsellors, doulas, peer supporters, members, and campaigners, as well as our partners who have supported our vision.

Together, we will work towards our vision – that everyone who becomes a parent feels confident, connected and safe. Getting this right will have long-lasting and far-reaching benefits, not just for parents, but also for babies, children, families, and our whole society.

You can read For Every Parent strategy [here](#).



## Our Vision

That everyone who becomes a parent feels confident, connected, and safe because we believe that parents help build the foundations of the future.

# NCT's 2023-28 *For Every Parent* Strategy

Supporting each unique journey of pregnancy, birth and early parenthood

We're the charity that supports people as they become parents. Our vision is that everyone who becomes a parent feels confident, connected, and safe because we believe that the foundations of the future are built by parents.

### More parents, more impact

We will:

- Provide trusted, safe, and relevant in-person and digital support, content and services – and scale-up what works to reach more new and expectant parents
- Enable parents to create connections and build communities
- Make everything we offer inclusive and accessible
- Introduce new, innovative content, support and services
- Focus on tackling health inequalities
- Extend our breastfeeding and infant feeding support to all women and parents, in the community and through our national support line
- Ensure our information, support and services are clear, consistent and easy to access, creating a seamless journey for new and expectant parents interacting with our charity.

### Real lives, real change

We will:

- Maintain a deep understanding of the perspectives of all new and expectant parents – underpinned by evidence-based research and parents' experiences
- Provide thought leadership based on parents' diverse experiences
- Collaborate and build alliances to deliver our vision
- Harness the power of our NCT community to educate and influence government, organisations, and the public
- Campaign for improvements in the information, support, and services for all new and expectant parents and families – with a focus on health inequalities

### Great people, great results

We will:

- Value all our people – our staff, practitioners, students, and volunteers – and invest in their care and development
- Live our values in an authentic way
- Demonstrate best practice as an employer of expectant and new parents
- Create a healthy and rewarding environment for everyone who is part of NCT
- Build thriving, diverse teams and promote teamwork
- Champion diversity, equity and inclusion
- Advance the education of people and organisations who support expectant and new parents

### Strong foundations, strong future

We will:

- Build an engaged and impactful NCT membership community
- Play our part in protecting the environment for future generations
- Have a strong, relevant, and inclusive brand and voice
- Safeguard the charity's future by significantly increasing and diversifying our income
- Put data and technology at the heart of how we operate

Our values are being welcoming, collaborative, inclusive, bold, and trusted



## Our Mission

Through pregnancy, birth and early parenthood:

- We create opportunities for parents to connect with others.
- We share evidence-based information that parents can trust.
- We empower parents to make decisions that are right for them.
- We listen to parents' experiences and campaign to make things better.
- We build local capacity in communities so we can be there for parents, now and in the future.





# Our values

Welcoming

We are always welcoming, creating connections and building communities.

Collaborative

We achieve better outcomes by working together.

Inclusive

We ensure equity and inclusion are core to who we are and what we do.

Bold

We are bold, brave, and progressive.

Trusted

We provide trusted, high-quality, evidence-based information, support, and services.



# Job description

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**Job title:** Director of Marketing and Engagement

**Reports to:** Chief Executive

**Other key relationships and stakeholders:**

- Group (Executive) members including:
  - Director of Operations
  - Director of Finance and Planning and Company Secretary
  - Director of People, Education & Inclusion
- Senior Leadership Team members
- Communications and Campaigns Team
- Parent Content Team
- Marketing and Digital Teams, agencies and suppliers
- Trustees, Chair and Committee Members
- Community of practice and volunteer community
- Partners, network members, supporters, commissioners and donors

## Role purpose

The Director of Marketing and Engagement provides the ultimate leadership and accountability for our Marketing and Engagement Directorate and is a key member of NCT's Directors Group (Executive Team).

The Marketing and Engagement Directorate leads on engaging, inspiring, supporting, informing and delighting NCT's parent audiences, supporters, partner organisations and stakeholders. The Director has responsibility for the following key areas: strategy, engagement, marketing, brand, parent content, communications, media, policy, research and campaigns. We believe that strategic and creative delivery across our Marketing and Engagement Directorate helps us to offer expectant and new parents the best possible experiences of pregnancy, birth and parenthood; while engaging and inspiring change through our community of incredible supporters, donors and volunteers.

Our vision of growing our impact for parents and strengthening engagement across our communities and partnerships is ambitious. So too is the need for us to diversify and grow our income streams, through building new partnerships and supporter relationships, as well as remaining relevant, compelling and trusted by our parent audiences. The Director of Marketing and Engagement plays a critical role in delivering this ambitious partnership and income strategy, alongside successfully creating a connected motivated NCT community. Over the last 70 years we have touched the lives of millions of new parents, this alumni audience is key to our future vision for a connected NCT community.

You will lead the exciting prospect of taking our newly refreshed brand into creative implementation – fulfilling our ambition for the new brand – both on the inside and on the outside! This is more than just rolling out a new look and feel, this is about ensuring our brand values, narrative and promise come to life in every one of our NCT services, events, classes, groups and touch points, building a strong team of brand ambassadors across our community and beyond.

You will also drive our goals to further strengthen our marketing and communications capabilities. From our digital and social marketing strategies, our media and press relations work, to our influencing work at the highest levels of government and business, you will build on our proud track record of reaching both consumers and influencing public practice, through innovative and authentic engagement.

The Director of Marketing and Engagement leads all the charity's internal communications and engagement activity. This is a dynamic and demanding responsibility in a charity with 200 staff, 600 self-employed practitioners, 4,000 volunteers and many diverse partnerships, stakeholders, campaigns and alliances. The communications programme is busy, dynamic and requires active oversight to keep our community motivated and engaged. This will involve work to further build our storytelling capabilities and nurture alliances with strategic partners.

NCT is committed to social justice and equity. We are dedicated to being an anti-racist charity and believe that inclusion is everyone's responsibility. Being there for every parent requires bold action to challenge inequalities. By creating inclusive spaces and services that are built on collaboration and trust, we welcome and celebrate diversity and strive to meet the needs of the pregnant women, new parents, families and communities that we serve. The Director of Marketing and Engagement will partner with the Board, Chief Executive and Senior Leadership Team to give visible leadership to our commitment to celebrate diversity, challenge inequities and build an inclusive workforce and environment, so all our people can thrive, and we can best represent and meet the needs of the pregnant women, new parents and families we serve.

## Main responsibilities

### Senior Leadership

- Reporting directly to the Chief Executive, the Director of Marketing and Engagement is a member of our Senior Leadership Team. The role will have good access to the Chief Executive, including dedicated time every 2 weeks, to support decision making.
- The role has full accountability for leading the strategy, engagement, marketing, brand, communications, media, campaigns, policy and research
- The Director of Marketing Engagement will have a leading role to play in reporting to our Board and the Board's Committees and Oversight Groups.
- You are expected to be visible to staff, volunteers and practitioners and at all times act as an ambassador for NCT, modelling and living our charity values
- Acting as a key member of NCT's Senior Leadership Team, you are expected to be visible to staff, volunteers and practitioners and at all times promote our vision, mission, values and the impact we want to make in the world
- In partnership with the Chief Executive, act as the Directors Group lead for the charity's For Every Parent strategy, optimising opportunities to share and inspire engagement and support through amplifying the charity's mission and strategic goals
- Operate as a trusted and collaborative member of the Senior Leadership Team, taking responsibility for cross-organisational matters relating to marketing, communications, brand, engagement, campaigns and content.
- Coach and support Directorate leaders and managers to develop the capabilities and cultures needed to promote inclusion, accountability, transparency and continual learning
- Support and challenge the Directorate management team to develop and deliver plans to achieve impact, income goals
- Monitor weekly and monthly KPIs, identifying risks early and targeting interventions to ensure progress against the annual plan and budget remains on track
- Reporting to the Chief Executive, and a member of the Directors Group and Senior Leadership Team, the Director of Marketing and Engagement will have significant operational and budget autonomy and ability to make independent decisions, within the framework of our organisational planning and budgeting frameworks.

## Strategic Marketing and Brand Leadership

- Lead our strategic approach to marketing and engagement – ensuring our goals of impact, inclusion and income are maximised through targeted audience awareness and engagement
- Further develop the charity's marketing and communications strategy and capabilities
- Build a motivated, engaged, resilient and high performing Marketing and Engagement Team
- Drive our digital and social marketing strategies, partnerships and capability; ensure the alignment of our audience awareness, engagement and conversion goals.
- Drive the performance of our partner agencies and suppliers, ensuring alignment and value for money
- Work in partnership with our Director of Operations and our Head of Fundraising to drive and enable our income generation strategy
- Act as NCT's brand champion and guardian. Continually develop the brand strategy, ensuring the brand's attractiveness, relevance and inclusiveness in support of current future partnerships
- Lead the creative implementation of NCT's new brand across all products, services, content and touch points. Evaluate the brand impact – both on the inside and outside

## Communications and Reputation

- Proactively lead the charity's reputation management work; working strategically to continually build the charity's reputation
- Lead our media, press relations and public affairs work in support of our strategic goals
- Develop our engagement strategies, plans and practices; lead the delivery of these strategies, working effectively through other leaders, managers and teams
- Ensure our commitments to equity, diversity and inclusion live in all of our engagement, communications and content
- Identify and cultivate new opportunities for marketing and partnership development
- Ensure our PR and media strategy is relevant, proactive, values-aligned and enables NCT to position ourselves as a trusted companion, ally and partner to every new and expectant parent in the UK today
- Shape and evaluate our forward communications and engagement strategy and plans; work to build our charity brand, our storytelling and nurture alliances with strategic partners.
- Champion our fundraising, partnerships and membership engagement strategies; ensuring added value through intelligent audience development, communications and marketing

## Parent Content, Services and Platforms

- Continue our drive for excellence and inclusion in all our parent-facing information and content; ensure our content estate is fully PIF (patient information framework) accredited and a safe and trusted resource for every parent.
- Leverage our parent content across our digital and customer journeys
- In partnership with the Head of Data and Tech and Head of Digital, develop further NCT's digital strategy, ensuring that the digital parent journey, products and services, digital platforms and campaigns all support and enable our strategic goals.



# Person specification

## Knowledge and experience

- Experience of working closely with a Chief Executive, senior leadership team and a board.
- A proven track record of developing and leading an integrated marketing and communications strategy in a complex organisation.
- Experience of working in culturally diverse organisations with demonstrable cultural intelligence
- A forward-thinking leader with a background in overseeing and cultivating a motivated, engaged and resilient remote team
- Experience in financial management, including budgeting and resource allocation.
- Experience of supporting and motivating colleagues and teams within an organisation going through considerable change

## Skills and abilities

- Excellent communicator with the ability to inspire, influence, motivate and engage others through collaborative communication
- Ability to work to deadlines and manage a diverse workload in a fast-paced environment
- Excellent attention to detail, rigorous in approach
- Ability to use appropriate judgement and critical thinking, to seek solutions and clarify detail where appropriate
- The ability to shape and lead strategic and financial decision-making, alongside robust risk management
- Finely tuned organisation skills with the ability to prioritise a changing and mixed workload
- Exemplary self-care and resilience skills

## Styles and behaviours

- Demonstrable champion of equity, diversity, and inclusion as key to organisational success
- Agile and adaptable, able to thrive in a dynamic environment
- Able to remain calm and in control, focusing on problem-solving when challenged or faced with setbacks
- Commitment to the values and mission of the charity
- Empathetic and approachable, with strong problem-solving skills
- Strong ethical standards and integrity



# Terms of appointment

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## Salary

The salary for this role is £80,000 on a full-time, permanent basis.

## Location

Home-based - with occasional travel to London and UK-wide

## Pension

Pension Scheme - The charity operates a Group Personal Pension Scheme into which staff will be auto-enrolled after 3 months service. NCT will match employees' contribution up to 5%.

Salary sacrifice for Pension Scheme contributions - This is an easy way to make your money work harder and a great way to boost pension savings without having to dig any deeper into your pocket.

## Annual leave

Holiday entitlement - 30 days per year plus Bank Holidays (pro rata for part-time employees).

## Supporting you with benefits that matter

At NCT, we're committed to supporting every aspect of your life—not just your work. That's why we offer a wide range of employee benefits designed to promote your wellbeing, provide flexibility, and help you thrive both personally and professionally. From health and wellness resources to family-friendly policies and flexible working arrangements, our benefits are built around what matters most to you. We believe that when you feel supported and empowered, you can bring your best self to work—and that's good for everyone.

- 30 days annual leave
- 5% pension contribution
- NCT Membership allowing NCT antenatal course attendance for free.
- Moving House - one day's paid leave for moving house.
- Family Friendly Policies and Attendance at NCT Antenatal Classes - NCT has a suite of Family Friendly Policies, covering paid maternity, adoption, paternity and shared parental leave.
- Employee Assistance Programme (EAP) - A confidential and impartial service providing advice and support to employees and their families on a range of matters including: health, medical information, bereavement and stress counselling, legal matters and personal relationships including marriage guidance. Up to 5 x 1:1 counselling sessions can be organised via the confidential helpline.
- Life Assurance - NCT has a Life Assurance scheme that protects family and financial dependents in the event of your death. The benefit payable is a lump sum of three times their basic annual salary. In addition to the core benefits of the scheme itself, members are also entitled to free access to a BUPA helpline and discounts on a number of services and products. Certain conditions apply, please refer to the scheme details document for further information.
- Employee discounts with the Blue Light Card as well as perks at work and CharityDiscounts.
- Company sick pay. We have a great attendance rate at NCT, but if you are sick in any rolling 12-month period you can qualify for 3 months full pay and 3 months half pay including SSP.
- A range of enhanced leave policies including maternity, parental, paternity, shared parental leave alongside a wide range of other family friendly policies and pay
- Wellbeing Pledges created by our people, for our people. We have eight pledges in total including meeting free Fridays, protected lunch breaks and 'stocktake days' for reflective / planning activity, as well as dedicated time each month for CPD.



# 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 [Erin.Fuller@starfishsearch.com](mailto:Erin.Fuller@starfishsearch.com) and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/nct-dir-mar-&-eng/> 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 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:** 27th June 2025

**Preliminary interviews:** w/c 23rd June & w/c 30th June 2025

**Final Panel interviews:** w/c 21st July 2025

