



**Job title:** Head of Income Generation and Marketing  
**Responsible for:** Overall leadership across all our income generation and marketing activities  
**Reports to:** CEO  
**Hours:** 35 hours pw (with some flexibility)

## **JOB PURPOSE**

Provide exceptional leadership and strategic oversight across all income generation and marketing activities to ensure the Centre meets its income generation targets.

Over the years the Centre has developed a highly diverse set of services and activities that support a broad range of community needs. These services are funded through a wide range of income sources and delivered in a complex environment and through many different partnerships.

This role needs to promote a positive culture of collaboration, innovation and inclusivity across the organisation and with external stakeholders, lead the development of innovative, inspiring and viable funding propositions and the implementation of a proactive and effective approach to generating the required support for the Centre and what we do.

As a member of the senior leadership team this role will play a key role in continuing to develop both the strategic direction and internal culture of the organisation, specifically driving forward our commitment to being a truly antiracist and inclusive organisation.

## **RESPONSIBILITIES**

### **1. Organisational leadership**

- As a member of the Senior Leadership Team, play a key leadership role across the organisation, contributing to the strategic development of the Centre
- Represent the Centre externally
- Role model what we expect of all employees internally
- Drive forward anti-racism and EDI action plan, ensuring this a priority within individual teams

### **2. Income Generation strategy**

- Work with colleagues across the Centre to develop a coherent income generation strategy and put in place a process for regularly review:
  - Identification of relevant income streams: e.g.;
    - National statutory funding
    - Local statutory funding

- Trusts and Foundations (including Corporate trusts and foundations)
  - Individual giving (at various levels)
  - Events / tours
  - Any others income streams
- Assessment of potential of individual income streams
- Identification of prospects for each of the streams
- Effective alignment of resources across the various income streams
- Working with colleagues in the Delivery Team, ensure service propositions are translated into effective funding opportunities. Ensure development and implementation of robust processes to manage our funding pipeline
- In collaboration with the Delivery Team, facilitate the implementation of a robust cycle of donor reporting

### **3. Marketing and communications strategy and delivery**

- Work with colleagues across the Centre to develop and implement a coherent marketing strategy and put in place a process for regularly review:
  - What are we trying to achieve?
  - Who is our target audience?
  - What are our messages?
  - What are the most appropriate channels?
  - What collateral do we need?
- Work with colleagues in the Delivery team to put in place a process to enable us to update messages as relevant and collect required information to feed into the collateral

### **4. Financial management**

- Work in partnership with the Head of Finance and Operations to ensure our operations are managed effectively:
  - Facilitate the implementation of a regular cycle of financial reporting through robust pipeline management
  - Foster a culture of engagement with financial management across the Income Generation and Marketing team

### **5. People Management**

- Foster a positive culture of collaboration, innovation and inclusivity across the Income Generation and Marketing team
- Collaboratively set the team objectives for the year to be reviewed quarterly
- Set clear expectations of performance for Income Generation and Marketing team members and hold them accountable to role objectives
- Hold regular (at least monthly) 121's with the team to have honest conversations about expectations, professional and personal development, and offer support
- Provide regular honest feedback (both praise and developmental)

#### **6. Relationship management and partnership development**

- In collaboration with colleagues, proactively identify, develop and maintain relationships with the Centre's key stakeholders and partner organisations, with a focus on those where there are opportunities for long-term strategic partnership working
- Champion effective integrated working in partnership with Bromley by Bow Health
- Work in collaboration with the Joint Heads of Delivery and Impact and Delivery Managers to support our engagement with stakeholders and partners

### **ESSENTIAL SKILLS AND EXPERIENCE**

- Demonstrable track record of successful senior leadership within a complex organisation
- Commitment to the vision and mission of the Bromley by Bow Centre
- In-depth knowledge and understanding of the social determinants of health and how they impact on integrated services in a community setting
- In depth understanding of the systemic inequalities and barriers that people in our community face and a commitment to anti-racist and inclusive practice
- Demonstrable track record of generating significant levels of income from a variety of sources
- Exceptional people leadership skills
- Strong experience of building and sustaining positive relationships with partners, stakeholders and colleagues
- Experience in developing and implementing successful marketing strategies
- Commercial mindset
- Analytical and strategic thinking
- Excellent communication skills, both written and oral

- Flexibility and a willingness to work in innovative and non-traditional ways.