



## Job *Specification*

JOB TITLE	<i>Head of Communications</i>
REPORTING TO	Marketing Director
LOCATION	Reepham, Norfolk (currently remote, planned progression to spending c1-2 days per week in the office)

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### Role *summary*

The Head of Communications holds a key role within the business: being the communications lead who ensures that standards are high, consistent, and impactful across all communications touchpoints - and that we are measuring and improving the results of our activity.

Owing to maternity leave an opportunity has arisen for a passionate and able individual to caretake this position, during what is a key moment for the business: the roll out of a new family-wide brand identity and launch campaign - and a considerable boom in the UK staycation market.

To be successful in this role, you will need to work effectively with your peers (Head of Imagery, Head of Digital and Head of Brand) to provide engaging communications solutions to three key stakeholder groups – Customers, Homeowners and Internal. This will be done alongside the Communications Team which comprises a Communications Manager and Communications Assistant, with the support of external freelance copywriters and suppliers.

This is a fun, challenging and varied role - with some key projects which will be deliverable during the period of maternity.

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## *Key responsibilities* for this role

- Lead the team and work with freelancers and suppliers - to plan, execute and measure key external comms campaigns across the business via email marketing and customer journey touch points.
- Develop internal communications projects including staff events and the intranet.
- Work with key stakeholders including Operations teams, Homeowner teams, external suppliers, and the wider marketing team to continually improve the efficiency and effectiveness of our communications - and troubleshoot any issues.
- Create and deliver dynamic communications which achieve sales, repeat business and brand-love objectives - as well as inspirational and informative internal content for our teams (via our company newsletter, intranet, and events).
- Work on the customer journey (enquiry > booking > countdown to holiday > post booking) to increase retention and rebooking.

As well as BAU, key projects will include:

- Taking our intranet to the 'next level' – creating an informative and engaging platform for internal team members
- Planning a virtual Christmas event which brings together all our teams across England and Wales
- Launching our new brand identity across all communications platforms
- Developing of our programme of Homeowner retention comms

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## *Person specification*

The perfect candidate will have a passion for communications - and a proven track record in delivering tangible results from email campaigns; and facilitating the development of a dynamic and engaging intranet platform for staff. You will be a lover of all things language, and a brand guardian for the company's tone of voice internally and externally. You will be an excellent communicator and effective stakeholder manager, confident in working across the organisation, whilst using your exceptional organisational skills to manage the demands of this busy role.

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## *Skills/Qualifications*

- Exceptional communication skills, both verbal and written.
  - Excellent leadership skills: including small team management, the ability to influence and a natural ability to collaborate with others in an approachable and relatable manner.
  - Adept at analysing data to generate actionable insights, and to support/evaluate decisions.
  - Possess an organised and efficient approach to delivering multiple objectives / demands coherently.
  - Thorough understanding of language / tone of voice – acting as a guardian to assure all comms are on brand.
  - Experience in how to delight customers (B2C & B2B) and build brand loyalty via communications.
  - Demonstrable track record in successful email marketing campaigns which drive sales and loyalty.
  - Exposure to internal comms - including growing and developing an engaging intranet platform for all internal stakeholder groups to use.
  - A nature which thrives in a busy, pacey role with multiple deliverables and projects.
  - A calm and unflappable nature, with a positive and pragmatic approach
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## *Responsibilities for all roles at TOCC*

1. Support and promote the company's purpose, vision and values, using them to underpin your working practice
2. Work collaboratively, constructively and courteously with your immediate team and colleagues across the business
3. Use IT systems and equipment effectively, in line with company policy and agreed best practice
4. Adhere to all relevant workplace regulations, policies and procedures, including those relating to equality and diversity, health and safety and data protection
5. Undertake any other tasks that may reasonably be requested, including contributing to business projects