



Head of Brand, Marketing and Communications

Candidate Information Pack

May 2026



Image: Broken Silence group project in London,
Face Front Theatre



Welcome from our

Director of Programmes and

Influencing (deputy CEO)

We are very pleased that you are interested in joining our friendly team.

People's Health Trust is a national charity working with local communities across Great Britain to stop people dying too young, help them live longer, healthier lives, and make health equal.

Life expectancy rose for a hundred years, but in the last decade it has gone backwards — with the steepest declines in the most disadvantaged areas. Across Great Britain, people in these neighbourhoods die up to 13 years earlier than those in the wealthiest places. These inequalities are driven by changeable factors such as poor housing, low-paid work, and limited access to good education, clean air and natural spaces. People's Health Trust exists to end this unfairness and ensure everyone has the chance to live a long, healthy life.

Our work focuses on:

- programmes supporting people living in the most disadvantaged neighbourhoods to address the conditions that make them unwell — from poor housing and limited access to advice services, to a lack of natural space and pathways into good work.
- using data, evidence and community expertise to design solutions, not just restate problems. Our work improves health and wellbeing from cradle to retirement.
- our lived experience network — made up of over 600 grassroots leaders from across England, Scotland and Wales — works directly with us to share evidence of the impact that poor housing, low income, poor jobs and poor education have on the lives of their communities, as well as timely and cost-effective solutions.

This role is crucial to the Trust's future work. With a strong interest in social justice and a track record of delivering high-impact marketing and communications strategies, you will lead on media relations, digital content, campaigns, and brand management, ensuring the charity's voice is clear, compelling, and aligned with its mission.

If you think you fit the bill, we would love to hear from you.

Max Rutherford

Max Rutherford

About us

Who we are

Strategic priorities 2022-2026

Our four strategic areas of work are:



1. We will **listen to and support** marginalised groups to speak out about their experience of health inequalities.



2. We will **build evidence and practice** around what works to address health inequalities.



3. We will **speak clearly and boldly** on the avoidable inequalities in health faced by marginalised people.



4. We will **develop as a diverse, equitable and inclusive** organisation and funder.

Our objectives place a clear emphasis on the Trust listening to marginalised groups and speaking clearly and boldly on the avoidable inequalities in health faced by marginalised people. We will build our evidence on what works and influence policy and decision-makers through local and national partnerships, and we very much welcome opportunities to form new partnerships with others.

**people's
health
trust**

**people
make
change**

**we
help it
happen**

Looking after our staff

Project visits

All staff are encouraged to visit our project and experience the work of the communities we fund.

Prioritising wellbeing

We have an employee assistance programme to support you in and out of work, 24 hours a day, 7 days a week.

As part of our wellbeing commitments, all staff can have a wellness action plan in place to support their health.

Our values

Our [values](#) are at the core of everything we do and are reflected in how we work with staff and our partners.

Developing our staff

We are committed to developing our staff. We have regular performance reviews and development opportunities to support your growth.

Key benefits

25 days' holiday, plus bank holidays a year.

To support your travel to the office, we offer interest free season ticket loans and a cycle to work scheme that lets staff buy a bike in instalments. Our office offers secure bike parking.

We offer a pension contribution of 6% of annual salary

Life assurance cover equivalent to 3 times your annual salary

Hybrid Working

Staff work from home for up to 60% of their week.

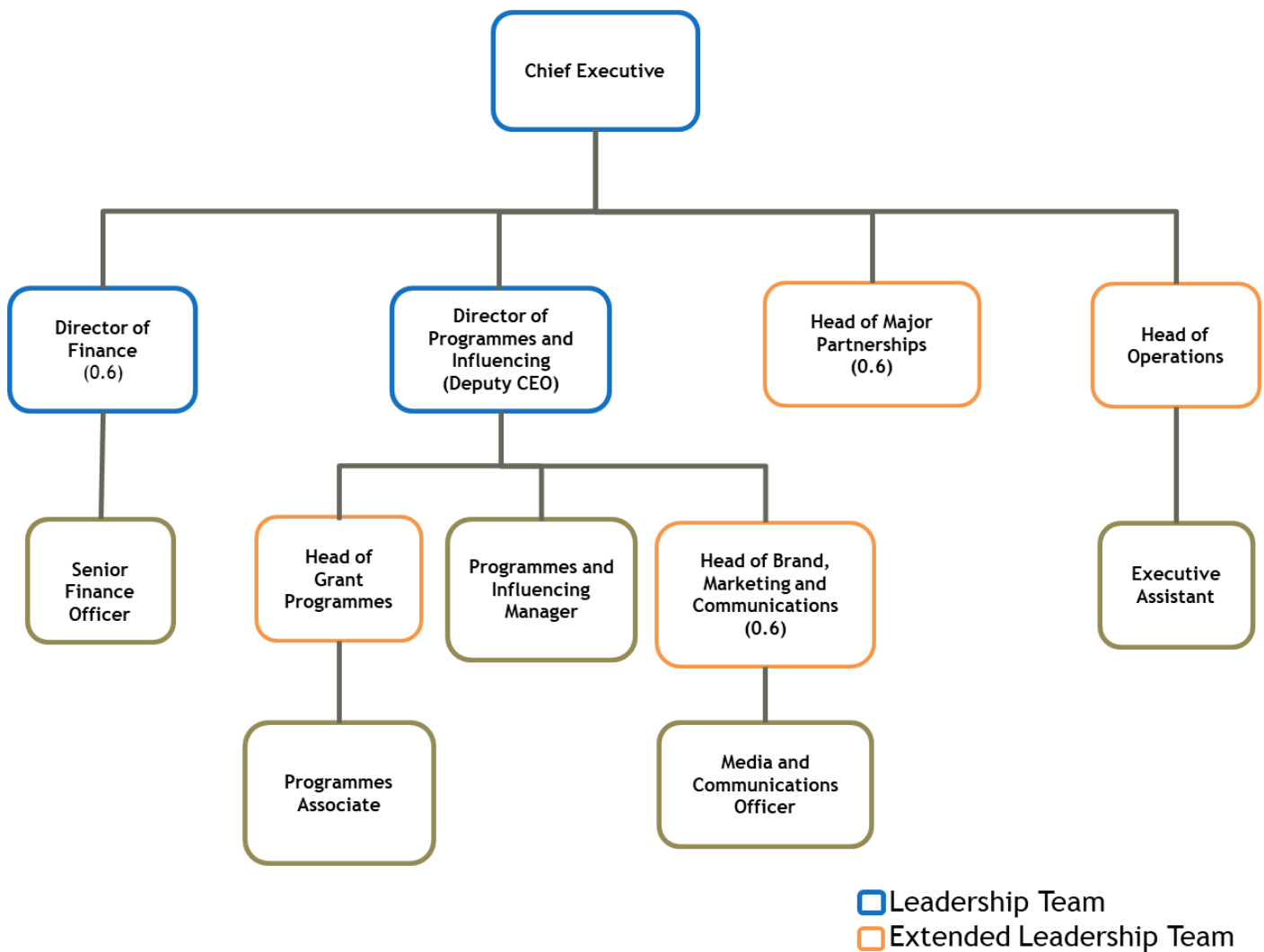
Living Wage Employer and Funder

We are committed to being a Living Wage Employer and Living Wage Funder.

Equity, diversity and inclusion

We are committed to strengthening our approaches to equity, diversity and inclusion (EDI) as an organisation and as a funder and we have a published (and very much alive) EDI strategy. We aim to have a staff team in place that represents the communities we serve, including having the necessary range of skills and perspectives. We are committed to providing a safe place of work, free from racism, oppression and bigotry.

Our team



More information on our staff, and our board of Trustees is available on our [website](#)



The role

Head of Brand, Marketing and Communications

- Salary:** £55,000 gross per annum pro rata
- Hours:** 21 or 28 hours per week (the work will be commensurate with the time)
- Location:** London (office or hybrid, with a minimum of 40% of contractual hours in the office)
- Responsible to:** Director of Programmes and Influencing (Deputy CEO)

About the post

With a strong interest in social justice, the Head of Brand, Marketing and Communications will lead our strategy to build our profile, raise awareness of health inequalities and engage business, policy and funder audiences to take action with us. The post will oversee the planning, management and evaluation of digital and offline marketing communications, brand campaign management, brand guardianship and marketing communications, research and evaluation. The post-holder will attend extended Leadership Team meetings, working closely with senior colleagues to achieve organisational goals.

Key

Responsibilities

Equity, diversity and inclusion

- be a leader who actively supports our anti-racism and anti-oppression intentions and creates processes which ensure marginalised people's health is not compromised by discriminatory practices.

Strategy

- evolve and deliver the Trust's marketing communications and engagement strategy, translating strategic ambition into audience-centric, integrated plans.

Brand Engagement

- develop and deliver impactful brand campaigns that grow awareness of our brand, increase our reach, and foster greater commitment to our cause.

Digital Engagement

- lead the impactful use of digital channels, content, data and technology to connect with priority audiences and grow long-term engagement.

Media

- lead proactive media relations and reputation management to build and protect our brand profile.

Brand guardianship

- strengthen and safeguard the Trust's brand, ensuring audiences have a clear, consistent brand experience across all digital and offline touchpoints.

Lead

- small inhouse team and oversee our concise roster of marketing communications suppliers and software providers to help deliver impactful, cost effective work.

Compliance

- ensure all marketing communications are delivered in line with legal and regulatory frameworks.

New business

- support the Trust in acquiring, converting and retaining relationships that help generate income including corporate partners, trusts and foundations, commissioners, high net worth individuals and any other means.

External relationships

- develop strong external relationships with a range of stakeholders across the public, private and third sector, including with our network of funded partners.

What you will bring

to the role

- Strong understanding of equity, diversity and inclusion and its impact on health.
- Proven experience of developing, delivering and evaluating audience-centric, integrated marketing communications plans, including thought leadership, aimed at business and/or public sector audiences.
- Solid experience of developing, delivering and evaluating brand campaigns that build brand awareness and grow support for a cause.
- Solid experience of managing national, local and sector media relationships to reach target audiences and protect reputation, including crisis management.
- Experience of collaborating with fundraising and business development colleagues and suppliers to plan and deliver inbound and outbound digital and offline marketing communications that support income generation efforts.
- Strong experience of brand management, including developing brand narratives and managing brand identity across digital and offline touchpoints.
- Excellent understanding of digital engagement trends and how digital technology and data can be used to plan, deliver and evaluate impactful marketing communications in a business to business, business to government and/or corporate fundraising setting.
- Knowledge of good practice in making marketing communications accessible.
- Solid understanding of GDPR and PECR and managing risks related to acquiring and using data for marketing communications and engagement purposes.
- CIM or CIPHR qualification is desirable but not essential; candidates with equivalent relevant experience will also be considered.

Our competencies

Teamwork

Working co-operatively, building and nurturing strong relationships both within and outside of the Trust.

Effective Communications

Demonstrates the ability to communicate concisely, accurately and persuasively, verbally and in writing, with a range of audiences, appropriate to the role.

Personal Effectiveness

Demonstrating effective working practices, striving to deliver high performance.

Commitment to Excellence

Setting high standards of performance for self and others in meeting the needs of the Trust; seeking to be the best in all that we do, and continually improving both personally and professionally; identifying, understanding and giving priority to meeting the needs of customers and other stakeholders.

Strategic Leadership

Contributes strongly and creatively to the development and articulation of the future direction of the Trust, driving and motivating others to achieve long-term goals

People and Resource Management

Achieves results through efficient and effective management of people and resources. Creates a diverse and inclusive environment enabling individuals to achieve their maximum potential

Expert / Technical Knowledge

Demonstrating the best use of required knowledge in specified areas, ensuring continuous learning and development.



How to apply

Please forward a CV together with a supporting statement, no longer than 900 words. This should set out your interest in the role and how you meet the following essential criteria:

- Strong understanding of equity, diversity and inclusion and its impact on health.
- Proven experience of developing, delivering and evaluating audience-centric, integrated marketing communications plans, including thought leadership, aimed at business and/or public sector audiences.
- Solid experience of managing national, local and sector media relationships to reach target audiences and protect reputation, including crisis management.
- Experience of collaborating with fundraising and business development colleagues and suppliers to plan and deliver inbound and outbound digital and offline marketing communications that support income generation efforts.
- Strong experience of brand management, including developing brand narratives and managing brand identity across digital and offline touchpoints and of brand campaigns that build brand awareness and grows support for a cause; including evaluation of the same.
- Excellent understanding of digital engagement trends and how digital technology and data can be used to plan, deliver and evaluate impactful marketing communications in a business to business, business to government and/or corporate fundraising setting.

Please use these as headings in your supporting statement.

Please send your CV and supporting statement to alex@givingbackrecruitment.co.uk by 9 a.m. on Wednesday 3 June 2026. Please also complete our [monitoring form](#) as part of your application. Interviews will be held in person on Thursday 25 June 2026, at our office in London.

Our diversity data shows that we are currently underrepresented by certain groups of people. We particularly encourage applications from people from racially minoritised communities, disabled people and people from disadvantaged backgrounds.

We are committed to being a **Disability Confident Employer**. This means that we are committed to the recruitment, progression and retention of disabled individuals. If you are disabled and have the essential skills and experience to do the job, we will invite you for interview. If this applies to you, please ensure you indicate this on your email when you submit your application.

If you require any additional support with your application, please get in touch. This particularly applies to people who need us to make reasonable adjustments under the Equality Act 2010. For example, if you:

- would like this document in a different format,
- would like to make an application in a different format
- require the support of a BSL interpreter

You can contact us to discuss support by:

Telephoning 07304 294589

Emailing alex@givingbackrecruitment.co.uk