



NORDOFF & ROBBINS

Job Title:	Interim Head of Engagement and Communications
Location:	London/blended working – 2 days a week in office Due to nature of our fundraising some attendance at fundraising events is essential
Contract type:	Interim
Duration:	March – Dec 2026
Accountable to:	CEO
Salary:	£53,575 plus £1,500 London Weighting (if applicable) per annum pro rata

About Nordoff and Robbins

We stand for music and believe in the value of music for all people in our society. Every day we use the power of music to enrich the lives of people affected by life-limiting illness, trauma, isolation, social exclusion or disability.

Our goal is to bring more people together through the power of music. We can only do this if we pioneer creative new approaches to income generation that help us engage more people and grow our fundraising.

We need courageous, curious, agile, innovative change makers and music lovers like you to make this happen. This role is your chance to help us achieve our ambitious goal of transforming more people's lives through music.

Our culture

At Nordoff and Robbins everyone has a role to play in building and nurturing our inclusive culture. If you join our team, you will be encouraged to be yourself and we want everyone to feel a sense of belonging.

We offer:

- Flexible working, with a minimum two days in our North London Office
- Salary sacrifice benefits including cycle to work.
- Employee Assistance Programme
- A true People First charity with training and career development as part of our core.
- An inclusive culture where you will feel a sense of belonging.
- Lots of music!

Our Communications and Engagement team

2023 was an exciting year for the Engagement and Communications team, we launched our brand reposition and new website with a clear vision to clearly articulate the impact we have in society through music every day. This team is the engine room driving the change to take our fundraising and brand to the next level.

Now more than ever we need people who can create bold, inspiring new ideas for content, digital, marketing and communications, PR, public affairs, campaigns and internal communications. We'll achieve success by collaborating with teams across our charity to understand what makes the

people we reach tick, creating and testing innovative marketing and communications ideas, and raising funds together.

Your work will have a direct impact on transforming the lives of more people affected by life limiting illness, isolation or disability through music.

Central to the ethos of the new team is how we'll learn and grow together, whether we do this through sharing insights as we collaborate or through training.

About the role

Your role will play an important and significant part in delivering our marketing and communications plan for 2026. Although we are transitioning into a new strategy, we have a clear understanding of the delivery needs for 2026 with a key event being our flagship fundraising gala dinner, the 50th anniversary of the O2 Silver Clefs in July. The role reports to the CEO, and you'll work alongside the Director of Fundraising and Director of Business Development of Music Services. You'll use a blend of on and offline channels, delivering on the engagement and communications plan and setting the tone for the collaborative approach we have created for working with other teams, maximising the impact of campaigns and projects. You'll lead on making sure the team meets their goals, objectives and accountabilities for the marketing and communications plan.

Within the team, and through working with our agency and supplier partners, you'll collaborate with your colleagues to deliver on innovative campaigns that build relationships across a diverse range of groups amongst our audience, creating loyalty and an emotional connection with both existing and future supporters.

We need strong leadership to navigate this transition, and making sure we deliver on our agreed plan and income generation strategy. This role will be expected to work with the wider senior management and leadership teams in the annual planning cycle that takes place in Q4 of each year.

What you'll be responsible for:

People, team leadership and management

- Oversee and responsible for the Engagement and Communications team, leading a team of 9, directly people leading a marketing, digital marketing, PR and social media manager.
- Leading and developing a high performing team against agreed E&C plan, delivering all aspects of the marketing and communications function including digital, PR public affairs, social media, campaigns and content.
- Supporting the creation of a high-performing team culture at Nordoff Robbins by modelling effective collaborative practices and working closely with our Director of Fundraising and Business Development to support a comprehensive Income Generations strategy.
- Overseeing direct reports' management of external designers and other freelancers/agencies as required, including digital and PR agencies.
- To be an active member of the senior management team, taking joint responsibility for all the Engagement and Communications deliverables to achieve the organisation goals set by the executive team.
- Representing the Engagement and Communications team at major fundraising events.

Events marketing

With around 12 events across the year, events make up a large proportion of Nordoff and Robbins' fundraising income, as well as conversion into other avenues of giving. These events are a mix of music industry B2B to public facing events and include the O2 Silver Clefs, Carol Service, Legends of Football, and MITs.

2026 is the 50th anniversary of the O2 Silver Clefs, our biggest annual fundraising event, which will be a main focus for anyone joining this role in making sure it's delivered to the highest level possible.

- Oversee the end-to-end multi channel marketing and communications plans for ticket sales, engagement and awareness, working closely with the wider teams and external agencies including the production company and press agency.
- Represent Engagement and Communications in external stakeholder committee meetings including people from the music industry that volunteer their time to put on these events.
- Advise and oversee communications and brand points across all events including speeches, script, charity moments and fundraising asks.
- Attend events, understanding the audiences, journey and different touch points across the event to build on the event experience.
- Oversee acquisition of data and conversion of audiences to become further advocates and supporters of the Charity.
- Working with key stakeholders and agencies, oversee the delivery of the O2 Silver Clefs 50th anniversary at the Royal Albert Hall, from guest experience, blue carpet, the media room to the running of the show.
- Be accountable for the marketing budget allocated to the events.

Business development marketing

As we aim to make Nordoff and Robbins' music therapy a recognised, integrated, and accessible form of health and social care for those who need it most across the UK, we need to support the business development team in reaching priority audiences with our offering. This role will not require deep experience in the health and social care environment, but be able to quickly learn the landscape and audiences involved of policy, commissioning and schools across music, health and social care.

- Owning and driving the marketing strategy for business development, driving leads and acquisition of potential partners for music therapy delivery.
- Working with key stakeholders, owning marketing and communications plans (including digital, press, social) across key relationships that are developed to deliver music therapy in a range of settings including schools and care homes.
- Driving forward the thought leadership pieces for business development to help build credibility and drive awareness of the impact that music therapy can have in specific settings.
- Work with the digital marketing manager to build awareness and drive conversion through our digital channels including website, SEO and PPC.
- Work with the social media manager and business development managers to help promote our music services delivery to key audiences through LinkedIn.
- Responsible for promoting Nordoff and Robbins at key conferences across the year, supporting the business development managers with materials including flyers, banners, presentations, speeches and any other deliverables required.
- Support the business development team in developing round tables to reach commissioners and show the impact and importance of music therapy for their population health priorities.
- Oversee alignment of messaging with joint localised strategic needs assessments.
- Work with key stakeholders across the organisation for engagement and recruitment of Alumni to help deliver key projects.

Income Generation marketing

As we look to grow our income, we are looking for someone who can help drive and set vision to our marketing and engagement across our fundraising products, including charity partnerships including LW Theartes, Royal Albert Hall and Co-op, as well as our individual giving products including Legacy. Collaborating closely with the fundraising team, you would be responsible for:

- Being accountable for all brand, marketing and campaigns across charity partnerships including Royal Albert Hall and Co-op, working with stakeholders internally and externally.
- Being accountable for brand, marketing, campaigns and messaging across our individual giving products including legacy, high value and individual giving, helping set the vision and overarching messaging through the case of support.

Brand, campaigns, engagement and communications

- Accountable for the annual communications and engagement plan which includes campaigns, student recruitment for our music therapy masters, business development helping reach new schools and organisations we work with, events, fundraising and partnerships activity, making sure digital, social and PR are all aligned.
- Drive forward the internal rollout of the new strategic narrative and case for support messaging making sure it is consistent throughout communications.
- Working with the Marketing Manager and Income Generation department, be accountable for campaigns to grow awareness and income including: a cycling challenge event in April with musicians, a campaign in the lead up to the 50th anniversary of the O2 Silver Clefs, celebrating 50 years of music, Mental Health Awareness Week and World Alzheimer's Month.
- Working with the CEO and key stakeholders, be responsible for the crisis communications process for any crisis communications required across the organisation.
- Accountable for the brand in the organisation, responsible for making sure things are kept on brand and it is consistent throughout the charity including messaging, design, content and imagery.
- Writing and editing inclusive and accessible marketing content in our tone of voice.
- Working with our Community Voice team and wider colleagues, bringing voices of our clients and those of lived experience through all our communications and campaigns.
- Responsible for ensuring that the Engagement and Communications team has robust data analysis measures in places to be able to track marketing activity and to demonstrate success.

Financial and administrative

- Manage and oversee the departmental budget and the monthly management accounts split across campaigns, digital, content, social, media and more.
- Sign off and manage any credit card and colleague expenses, invoices, holiday requests.
- Responsible for managing all 3rd party agency contracts to ensure performance against agreed plans are achieved

Your skills

CORE SKILLS

These are the key skills which you'll bring to the role

Skills and experience	Why this matters
Significant experience in a senior management role across the full marketing mix, including digital and marcomms, with a proven record of success.	You've got the management experience to hold the team and yourself accountable against the plan, helping them to achieve against their objectives, manage the budget and provide marketing and brand council to the wider org. This role will sit in a senior management team where you will also provide council to them.
Significant experience of developing and delivering marketing and	You've got the confidence and experience to develop and deliver on the 2026 Engagement

communications plans which have achieved strong results.	and Communication plan that supports the wider org and income generation strategy.
Experience of branding development and planning.	Your experience will play a valuable role in contributing to the next stage of developing a brand with maximum impact.
Experience of collaborating with cross-functional teams and a range of business partners, with the ability to influence and provide direction and solutions	Your experience will help build strong, collaborative relationships with colleagues across Nordoff and Robbins and amongst our suppliers, based on shared outcomes and values.
Experience of managing several projects simultaneously and the ability to use project management tools such as Asana	Your ability to lead and manage lots of different projects with competing priorities simultaneously will help keep things running smoothly.
Experience of managing direct reports, directing, coaching, supporting and influencing where necessary. As well as managing conflict and building confidence.	An understanding of how to build great working relationships with the people who work for you.
Experience of marketing across events and income generation, working towards objectives and delivering on targets.	This role will require you to lead and be accountable for marketing and communications across an events portfolio, including the 50 th anniversary of the O2 Silver Clefs, and other fundraising products including legacy, high value and individual giving. From digital acquisition, press, messaging, social copy and brand.
Experience working with different audiences and tailoring messaging, language and plans towards these audiences.	You will be accountable for messaging across the organisation including a wide array of supporters and stakeholders including music industry, commissioners, head teachers, music lovers, clients, family members, internal colleagues and more.
Experience of working in marketing in a health and social care environment, understanding audiences such as commissioners or decision makers in settings such as NHS.	You will be accountable for the marketing strategy for the business development of music services. Whilst it would be desirable to have experience of working in a health and social care environment, it is not essential if you can show that you learn and adopt quickly to new audiences and plans.

Behaviour Expectations

As an organisation we have agreed to work through and live in our day-to-day work lives the behaviours and processes of Brene Brown's "Dare to Lead". We ask that people read the book and as an organisation for 2021 we are choosing to focus on the following 12 behaviours and will be holding ourselves and each other accountable to these behaviours through our "Deep Dives" twice a year and our Monthly 121's with your people leader. Due to the seniority of this role, we will be holding the post holder accountable to all 12 of the behaviours listed below.

Everyone

1. I take responsibility for infusing the culture with hope (setting goals, finding pathways to achieve those goals, and demonstrating agency)
2. I choose courage over comfort by facing difficult tasks and conversations rather than avoiding them.
3. I show gratitude for my colleagues.
4. I challenge or question the status quo or traditional way of doing things and am open to new ideas even when things are going well.

People leaders

5. I give feedback in a respectful and daring way.
6. I receive feedback in a respectful and daring way.

Heads of

7. I'm aware of my emotions and how they affect others
8. I lean into difficult conversations, meetings, and decisions

This role is subject to a basic DBS check as standard.