



## **JOB DESCRIPTION – MORRISONS PARTNERSHIP MARKETING EXECUTIVE**

<b>LOCATION</b>	Office-based in Bristol or home-based, flexible location with regular national travel
<b>RESPONSIBLE TO</b>	Morrisons Lead Partnership Manager
<b>DIRECT REPORTS</b>	N/A
<b>HOURS</b>	35 hours per week
<b>SALARY</b>	£31 000 PA
<b>CONTRACT</b>	3-year fixed term contract

### **SUMMARY OF ROLE**

Together for Short Lives has seen incredible success in recent months, securing the Morrisons' 2022-25 Charity Partnership as well as significant new funding partners and donors across Trusts & Foundations and Philanthropy. We are looking for a Morrisons Partnership Marketing Executive to create compelling fundraising content to inspire 100,000+ colleagues at stores and sites across the country to raise vital funds to support our work.

This role will work across the Fundraising team and the Communications Department, and our 54 member hospices to develop key messages, content, and activity to engage and motivate Morrisons customers and colleagues. It will sit in the Morrisons Partnership team, reporting to the Lead Partnership Manager and working closely with the Communications & Engagement team utilising a matrix management approach. This is a unique opportunity for someone with an unrivalled understanding of what makes a good fundraising story to bring this flagship partnership to life for every Morrisons colleague and customer.

### **MAIN RESPONSIBILITIES**

- Lead person responsible for creating content and assets that convey the impact and breadth of Together for Short Lives' work, supporting families directly and raising lifeline funds for children's hospices, in order to bring the Morrisons partnership to life for a range of stakeholders and audiences
- Creating tools and activities to communicate effectively across Morrisons' diverse workforce, to encourage colleagues' sustained support of our partnership and deepen their engagement with our work
- Work closely with Together for Short Lives' Communications team, and communications colleagues from local hospices, to develop tailored communication plans and content that tells the powerful story of Together for Short Lives
- Create engaging opportunities to promote income generation to new audiences (e.g., Morrisons' suppliers) as well as existing supporter groups e.g., Morrisons' Community Champions

### **KEY TASKS AND DUTIES**

- Produce a calendar of bespoke e-communications to support excellent supporter experience and colleague engagement across Morrisons
- Collate powerful and engaging case studies to demonstrate Together for Short Lives' impact to Morrisons and other funders as required
- With the Morrisons Partnership Team, develop and promote different streams of income generation such as challenge events, bespoke fundraising campaigns and payroll giving through the creation of bespoke fundraising packs and toolkits, supporting the Morrisons Partnership Manager with the roll-out and delivery of these campaigns
- Quickly build strong working relationships with relevant Morrisons colleagues and teams, including internal communications, PR, social media and marketing

- Conduct in-depth evaluations of fundraising campaign activities to measure effectiveness, evaluate them and use learnings to improve future execution
- Promote a calendar of local and regional fundraising activities, established in partnership with our 54 member hospices
- Ensure appropriate recognition and acknowledgement of Morrisons' support is delivered through innovative means, in collaboration with your colleagues in the Morrisons Partnership team
- Draft press releases and securing high profile media coverage of the Together for Short Lives and Morrisons partnership, monitoring and evaluating coverage, and working with colleagues in the organisation to generate stories and deliver coverage
- Create template messages, press releases, assets, and social content for children's hospices.
- In collaboration with the Corporate Partnership team and local hospices, develop impactful content for use in a range of fundraising presentations, proposals, and meetings
- Host visits to Together for Short Lives and in partnership with members, local children's hospices

#### **DIGITAL FUNDRAISING AND MARKETING**

- Develop and publish written, visual, and audio content for the Morrisons' fundraising pages on Together for Short Lives' website and associated social media channels including Facebook, Twitter, LinkedIn, Instagram, TikTok, in collaboration with the Communications department and the wider Fundraising team
- Deliver bespoke seasonal campaigns and appeals throughout the year for Morrisons, ensuring activity complements Together for Short Lives' broader communications and fundraising activity
- Monitor and review the performance of existing digital fundraising mechanics and develop new activities where appropriate, such as virtual collections and e-gift cards
- Liaise with Together for Short Lives' Digital Communications Officer to monitor and review traffic to and engagement with Morrisons' partnership web pages, taking steps to increase both

#### **ADMINISTRATION**

- Facilitating the sharing of fundraising best practice and opportunities across the membership through regular meetings with communications and fundraising colleagues
- Support the planning and delivery of innovative fundraising events and activities for Morrisons' colleagues (physical or digital) such as charity auctions at industry events, world record attempts, challenges, concerts, quizzes
- Produce Morrisons' partnership engagement updates for Steering Group meetings, in liaison with the Lead Partnership Manager
- Support the Corporate Partnerships team with administration as required, updating proposals, presentations, fundraising materials, and other documents

#### **GENERAL RESPONSIBILITIES**

- Promote the Together for Short Lives' brand, including key messages, corporate identity and style and ensure a consistent approach across all platforms.
- Contribute to Together for Short Lives' Annual Report & Accounts, in collaboration with the Communications department, and contribute to organisational initiatives such as our Gala Ball and Impact Event
- Attend events and activities throughout the UK on behalf of Together for Short Lives, as and when required
- To travel to meetings at Together for Short Lives' head office in Bristol and to visit children's hospices across the UK
- On occasion, you will need to work outside of normal working hours due to travel requirements, to resource social media platforms or to attend meetings and / or events
- To adopt a positive approach to personal and professional development, engaging in regular one to one meetings, and an annual performance review with the Morrisons Lead Partnership Manager
- To be aware of, and act on, relevant health and safety responsibilities as an employee of Together for Short Lives, and adhere to these wherever you are working
- To work effectively with volunteers, giving support and guidance as required
- To carry out any other duties as are within the scope, spirit and purpose of the post as requested by your line manager
- To work in a way that reflects and supports Together for Short Lives' Values

**PERSON SPECIFICATION - MORRISONS PARTNERSHIP MARKETING OFFICER**

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>▪ Education to 18+ i.e. HND/BTEC/A-levels</li> <li>• Or relevant experience gained in volunteering, internships, or work based</li> </ul>	<ul style="list-style-type: none"> <li>• Professional marketing or communications qualifications</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of working in communications and / or marketing within or for a Fundraising context</li> <li>• Experience of developing conceptual ideas for campaign, designing and testing campaigns and messaging to achieve optimal results</li> <li>• Writing for different audiences and using a range of digital, written and multimedia communications,</li> <li>• Experience of pitching stories to media</li> <li>• Experience of developing and delivering marketing strategy</li> <li>• Experience of working with internal and external stakeholders in a collaborative way</li> <li>• Experience of using Canva (or similar) to create eye-catching and inspirational pieces of design work</li> <li>• Experience of working in a fast paced, multi-faceted environment</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working with second tier or membership organisations</li> <li>• Experience of working with Wordpress or similar programmes</li> </ul>
<b>Skills &amp; attributes</b>	<ul style="list-style-type: none"> <li>• Excellent creative skills and the ability to execute your creative vision</li> <li>• Confident in technical aspects of digital fundraising and online supporter journeys</li> <li>• Excellent written and verbal communication skills, with the ability to communicate and influence a wide range of audiences</li> <li>• Excellent IT skills, including social media, Microsoft Office, digital fundraising platforms and databases</li> <li>• Strong organisational, project and time management skills with the ability to use own initiative, prioritise and demonstrate a problem-solving approach</li> <li>• Ability to think creatively and support team members to develop plans and proposals to meet partners' needs</li> <li>• Ability to work under pressure and meet deadlines</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to use ThankQ or equivalent CRM system</li> <li>• Driving licence</li> </ul>
<b>Knowledge &amp; understanding</b>	<ul style="list-style-type: none"> <li>• An understanding of storytelling that inspires action</li> <li>• Proficiency in e-mailing systems such as Campaign Monitor or MailChimp</li> <li>• Empathy for the ethos of the children's palliative care sector</li> <li>• Knowledge of the Industry codes of practice</li> </ul>	
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Resourceful and creative thinker with initiative</li> <li>• A flexible approach to work</li> <li>• Enthusiastic and resilient, with a solution focused approach to problem solving</li> </ul>	<ul style="list-style-type: none"> <li>• Willingness to travel, including overnight stays</li> </ul>