



JOB DESCRIPTION – MORRISONS PARTNERSHIP COMMUNICATIONS OFFICER

LOCATION	Flexible – home-based, or office-based in Bristol, with regular national travel
RESPONSIBLE TO	Morrisons Lead Partnership Manager (with matrix line-management to Together for Short Lives' Communications Department)
DIRECT REPORTS	N/A
HOURS	35 hours per week

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 Communications Officer to provide communications support for this multi-million-pound partnership, working on a range of projects across a variety of different audiences.

This role will develop and deliver communications plans and engagement activities to help Together for Short Lives and the UK's 54 children's hospices to maximise the opportunity to increase our profile with 100,000+ Morrisons colleagues and raise vital funds for children with life-limiting illnesses. The postholder will work closely alongside Together for Short Lives' central Communications Department including the Digital team, Brand and PR team and Fundraising Marketing Manager. You will deliver a wide range of marketing, PR, social media, internal communications, and engagement activities, and will maintain strong relationships with Together for Short Lives' staff, Morrisons colleagues and children's hospices across the UK.

KEY TASKS AND DUTIES

- Develop and implement communications, PR and engagement plans to achieve the objectives of the charity partnership, working closely with stakeholders in Together for Short Lives, Morrisons and children's hospices.
- Implement the agreed communications and engagement plan for the partnership for Morrisons colleagues across the UK.
- Gather stories from Morrisons colleagues and families supported by children's hospices including interviewing, writing up and arranging photography and film for use across the partnership.
- Proactively identify opportunities in online and offline media to use these stories, Together for Short Lives' activities, campaigns, and services to raise awareness of the charity partnership internally and externally and support fundraising.
- Work with Morrisons to implement an agreed social media strategy for the charity partnership across both organisations' channels, also engaging children's hospices in this work.
- Be the main point of contact with Morrisons' Marketing teams in relation to the design and production of marketing materials, working with senior internal stakeholders to develop and get sign-off for a range of collateral, statements, and content.
- Provide template design work and content for the UK's 54 children's hospices to promote the charity partnership using consistent messaging and visual identity.

PUBLIC RELATIONS

- Work collaboratively across Together for Short Lives, Morrisons' Communications & Marketing teams, and children's hospices to deliver integrated campaigns
- Organise and attend PR and engagement events, filming opportunities, photo calls
- Develop and maintain relationships with national target media (print, radio, TV and online)
- Draft and issue press releases
- Brief spokespeople
- Liaise with celebrities on PR activities (as appropriate)
- Draft stories, and gather communications collateral including third party testimonials, images, and video content
- Contribute to effective media evaluation

INTERNAL COMMUNICATIONS AND ENGAGEMENT

- Work with Morrisons to develop and implement communication and engagement plans that inspire colleagues and customers to get involved in the partnership
- Gather content and contribute creative ideas for colleague engagement opportunities within Morrisons and Together for Short Lives
- Produce a calendar of bespoke e-communications to deliver excellent supporter experience and colleague engagement across Morrisons
- Engage with Morrisons colleagues using MyMorri and other business communication platforms

BRAND AND MARKETING

- Work with the Brand and PR team to develop copy for materials and content for a range of on and offline channels and platforms
- Act as brand guardian for the Together for Short Lives Morrisons partnership brand assets and key messaging
- Design seasonal fundraising resources using Together for Short Lives' distinctive brand identity to engage colleagues
- Brief and liaise with internal and external creative teams or suppliers to ensure efficient sign off

DIGITAL MEDIA

- 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
- Online community engagement and monitoring, management of digital channels
- Deliver a series of awareness and fundraising campaigns across online channels
- Monitor and review the performance of existing digital fundraising mechanics and develop new activities where appropriate, such as virtual collections and e-gift cards
- Contribute to effective measurement and evaluation

ADMINISTRATION

- Produce Morrisons' partnership engagement updates for Steering Group meetings, in liaison with the Morrisons Lead Partnership Manager
- 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
- 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

	ESSENTIAL	DESIRABLE
Qualifications		<ul style="list-style-type: none"> • Professional marketing or communications qualifications
Experience	<ul style="list-style-type: none"> • Proven significant experience working in a busy in-house PR/marketing team or agency – not-for-profit, public, or commercial sector. • Track record of securing successful regional media coverage for campaigns. • Experience of briefing spokespeople and media effectively on an organisation's work. • Experience of managing a marketing and/ or communications campaign, developing conceptual ideas and testing messaging to achieve optimal results • Experience devising and implementing social media activity and highly competent in Facebook, Twitter, Instagram, and YouTube • Experience in content planning, creating rich content assets and innovative approaches to, sourcing and editing for social media, website, and internal channels. 	<ul style="list-style-type: none"> • Experience of working in charity PR and an understanding of how the charitable sector works • Management of digital agencies • Experience in online acquisition channels – specifically SEO, partnerships, email, and banner media • Experience in building a social media community including identification of and outreach to key online influencers • Experienced in delivering digital campaigns – commissioning bespoke content, optimising user journeys and utilising

	<ul style="list-style-type: none"> • Experience in monitoring the social media landscape for insight, sentiment, and key influencer identification • Experience of effective evaluation of communication plans and channels, including media reporting and social media performance 	<ul style="list-style-type: none"> • analytics to maximise conversion • Knowledgeable about web analytics and digital KPIs, particularly Google Analytics
Skills & attributes	<ul style="list-style-type: none"> • Excellent relationship management skills, managing multiple clients and liaising with a wide range of individuals with differing objectives • Excellent understanding of traditional and digital media (print, broadcast, social and online) • Highly proficient copywriter (off and online) and editor • Understanding of internal communications and the need to tailor the message to maximise staff engagement • A can-do approach. Must possess a positive attitude and the ability to identify alternative solutions to problems • Proactive, a flexible approach, embraces innovation and communications best practice 	<ul style="list-style-type: none"> • Experience of working on a corporate partnership, either client or agency side. • Experience of working with, and dealing sensitively with, case studies.
Knowledge & understanding	<ul style="list-style-type: none"> • Excellent organisational and administrative skills – experience of Outlook, Microsoft Word, PowerPoint, Excel. • Proficiency in e-mailing systems such as Campaign Monitor or Mail Chimp • Empathy for the ethos of the children's palliative care sector • Knowledge of the Industry codes of practice 	<ul style="list-style-type: none"> • Proficient in HTML, Photoshop, and web content management systems
Personal Qualities	<ul style="list-style-type: none"> • Resourceful and creative thinker with initiative • A flexible approach to work • Enthusiastic and resilient, with a solution focused approach to problem solving 	<ul style="list-style-type: none"> • Willingness to travel, including overnight stays