



JOB DESCRIPTION – MORRISONS PARTNERSHIP COMMUNICATIONS EXECUTIVE

LOCATION	Flexible – home-based, or office-based in Bristol
RESPONSIBLE TO	Morrisons Lead Partnership Manager (with matrix line-management to Together for Short Lives' Communications Department)
DIRECT REPORTS	N/A
HOURS	17.5 - 21 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 Executive 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 support the delivery of communications and engagement activities to help Together for Short Lives and the UK's 54 children's hospices 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 create assets for a wide range of marketing, PR, social media, internal communications, and external engagement activities, maintaining a strong visual brand identity for the partnership that is consistent across all channels.

KEY TASKS AND DUTIES

- 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.
- Implement an agreed social media strategy for the charity partnership, also engaging children's hospices in this work.
- Maintain a strong brand identity for the partnership whilst designing and producing a broad range of multi-channel marketing collateral, statements, and content.
- Create and 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.

INTERNAL COMMUNICATIONS AND ENGAGEMENT

- Support the creation of 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 all levels of the Morrisons business

- Engage with Morrisons colleagues using MyMorri and other business communication platforms

BRAND AND MARKETING

- Develop copy for materials and content for a range of on and offline channels and platforms
- Ensure that all materials and content are created using the Together for Short Lives and Morrisons partnership brand assets and key messaging
- Design seasonal fundraising resources using Together for Short Lives' distinctive brand identity to engage colleagues
- Liaise with external suppliers and internal colleagues to ensure efficient sign off

DIGITAL MEDIA

- Develop digital content in liaison with Digital Content Manager
- 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 of Morrisons related digital content.
- Deliver a series of awareness and fundraising campaigns across all 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
- Occasional attendance at events and activities throughout the UK on behalf of Together for Short Lives.
- To travel to meetings at Together for Short Lives' head office in Bristol.
- 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 EXECUTIVE

	ESSENTIAL	DESIRABLE
Qualifications	A demonstrable commitment to continuous professional development	<ul style="list-style-type: none"> • Marketing qualification
Experience	<ul style="list-style-type: none"> • Experience across a broad range of communications including: brand, web and social media, marketing and awareness raising • Experience of copywriting, editing and proofreading • Experience of developing compelling content for a wide range of audiences and channels • Experience of design tools such as InDesign, photoshop and Canva • Experience of managing communications projects within defined timescales. • Experience of creating content for digital channels including website, social media and e-communications. • Experience of working with a range of internal and external stakeholders. • Experience of the website development process and managing content management systems. • Experience of delivering marketing strategy 	<ul style="list-style-type: none"> • Experience gained in the voluntary sector • Experience of working with, and dealing sensitively with, case studies. • Experience of developing marketing strategy
Skills & attributes	<ul style="list-style-type: none"> • Strong presentational skills and ability to promote the charity to a wide range of individuals and external audiences. • Excellent verbal and written communication skills. • Strong editorial and proofing skills • Ability to work constructively in partnership with other groups and organisations • Ability to write and create content in different styles for different audiences • Ability to assimilate complex information and communicate it in a way that is easy to understand • Excellent diplomacy and negotiating skills. 	<ul style="list-style-type: none"> • Willingness to travel, including overnight stays

Knowledge & understanding	<ul style="list-style-type: none"> • Proficient in Microsoft Office Suite • Detailed knowledge of the latest developments in PR, digital and social media. • Knowledge of marketing and awareness raising techniques • Understanding of fundraising approaches and how to create compelling content that engages supporters • Knowledge of, or willingness to acquire a working knowledge of the children's palliative care sector in the UK 	<ul style="list-style-type: none"> • Photoshop / Illustrator / InDesign
Personal Qualities	<ul style="list-style-type: none"> • Resourceful and creative thinker with initiative • Creative, inspirational storyteller • A flexible approach to work • Enthusiastic and resilient, with a solution focused approach to problem solving • Determined, tenacious and curious. • Resilient, positive, and adaptable to change. • Enthusiastic and motivated. • A team player, keen to collaborate and solve problems. • Empathy with the children's palliative care sector. • Committed to the vision, mission and values of the charity. 	