

MARKETING MANAGER

HOME/HYBRID/OFFICE BRISTOL FIXED TERM CONTRACT FOR TWO YEARS OF 35 HOURS PER WEEK

JOB DESCRIPTION:

PURPOSE OF POST

The Marketing and Communications Manager will take the lead in marketing and communications campaigns to drive engagement and substantially grow the charity's fundraising and raise the profile of Together for Short Lives through the delivery of an integrated marketing and brand communications strategy. The postholder must be a creative thinker, with a passion for fundraising and brand awareness, who thrives on exploring innovative approaches to solve complex problems and deliver high profile, stand-out marketing and communications campaigns.

You'll be a strong and creative project and campaign manager, a positive brand ambassador, who will bring a variety of stakeholders along on the journey with you, working collaboratively with other teams and in close partnership with the Marketing Manager (PSD and Public Affairs). The role will deliver expert marketing, communications, and PR service across the fundraising department, developing and implementing integrated marketing strategy across all areas of fundraising including individual giving, corporate partnerships, major gifts, events and trusts.

As a natural storyteller, you'll create compelling and powerful content that communicates our brand story emotionally and simply and connects and engages supporters. You'll be a natural networker with a love and passion for fundraising and communicating with all our stakeholders. You'll be results driven, passionate and motivated to aim high and deliver measurable results and outcomes.

Job Description

Account management: Fundraising

- The Marketing and Communications Manager leads on supporting and advising the work of Fundraising to ensure that work is integrated and delivers effectively to their target audiences as part of an integrated marketing and brand strategy working closely with the Marketing Manager (PSD and Public Affairs).
- The role will therefore be required to develop communications strategies and plans for key pieces of Fundraising activity working closely alongside those teams and bringing in other members of the External Relations Team as required.
- The role will be required to join Fundraising team meetings.
- The Marketing and Communications Manager will work closely with the Digital Manager to ensure that fundraising requirements are supported with key messages, stories, brand assets and digital expertise, including content planning and management of digital campaigns.

Marketing and Campaigns

- To lead, develop, cost, implement and evaluate annual marketing and communications strategy and operational plans in partnership with the fundraising team and wider

external relations team.

- Responsible for developing of targeted marketing and PR campaigns and appeals to promote, engage, and build strong relationships with supporters and partners across all channels.
- To develop creative ideas, products and marketing stunts for fundraising appeals and activations including seasonal appeals and special events such as the Ball.
- To support audience mapping and segmentation research to understand difference audiences and develop targeted and segmented marketing and PR campaigns to promote, engage and build strong relationships with supporters, partners, members and other stakeholders as part of integrated communications campaigns.
- To develop marketing objectives, outcomes and KPIs, analysing performance data to inform internal and external stakeholders and future strategy.
- To evaluate key campaigns and produce reports for funders and stakeholders.
- To create marketing and brand assets to support fundraising activities and partnerships with external stakeholders, including corporate partners.
- To play a key role in delivering the Children's Hospice Week and other awareness and fundraising campaigns.
- Work with the Digital team to produce website content to promote corporate partnerships, appeals and fundraising developments.

External engagement

- Relationship building internally and externally with the charity's stakeholders including children's hospices, corporate partners, funders, and policy makers.
- Build positive relationships and communication channels with a range of Together for Short Lives partners and funders to ensure partnerships are successful, engaged and informed about our marketing and communications strategy.
- Working with the Head of Brand and PR and Head of Philanthropy in supporting engagement with Patrons, Ambassadors and Celebrity supporters.

Brand and awareness

- Develop brand messages in line with our brand and marketing strategy, in partnership with the Marketing Manager (PSD and Public Affairs).
- Develop messages and content plans for key fundraising campaigns and partnerships for all channels, including PR, email communications, web and social media.
- Create campaign toolkits for members, stakeholders and partners, including key messages, template press releases, social media messages and other brand assets.
- Work with the Creative Content Lead and Information Officer in developing case studies, images and films to support campaigns.
- Develop content for Together for Short Lives' Impact and Annual report.

- Organise PR and marketing events to promote campaigns and partnerships.
- Draft press release, media plans and targeted journalist lists for key campaigns, and pitch stories to media.
- Support the management of Together for Short Lives' brand, including key messages, corporate identity and style and ensure a consistent approach across all communications platforms.
- Developing Creative Briefs and project plans for commissioning creative agency support.

Leadership

- Provide expert marketing and communications leadership and accountability for Together for Short Lives.
- Provide line management for any volunteers, freelancers etc.
 - Support work to develop the organisation's brand, media strategy and campaigns budget and manage budgets on a day-to-day basis.
 - Support work to develop Together for Short Lives' annual operational plan and key performance indicators (KPIs); provide quarterly reports on the extent to which these have been implemented or met.
 - Act as an ambassador for Together for Short Lives with other key stakeholders, and to support others in this role.

General responsibilities

- Attend events and activities throughout the UK on behalf of Together for Short Lives, as and when required
- To travel to meetings across the UK and 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 Director of Communications and Engagement.
- 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

QUALITIES	ESSENTIAL	DESIRABLE
QUALIFICATIONS	A demonstrable commitment to continuous professional development	CIM Marketing Qualification
EXPERIENCE	<p>Solid experience of leading marketing or communications strategy.</p> <p>Experience of stakeholder mapping and developing audience focused campaigns across appropriate channels and media.</p> <p>Experience across a broad range of communications and marketing functions, including:</p> <ul style="list-style-type: none"> • Brand management and development • Web and social media • PR and media relations • Paid for media and advertising • Marketing and awareness raising • Creative design • Storytelling <p>Experience of developing marketing and campaigns strategy</p> <p>Experience of working in cause related marketing.</p> <p>Experience of developing and delivering creative campaigns and devising marketing stunts and creative solutions to complex problems</p> <p>Experience of pitching stories and securing media coverage</p> <p>Experience of creating social and digital media content across all channels</p> <p>Experience of the website development process and managing content management systems.</p> <p>Experience of delivering fundraising communications and marketing strategies.</p>	<p>Experience gained in the voluntary sector</p> <p>Experience of working in the commercial sector or for a creative agency</p> <p>Experience of fundraising.</p> <p>Experience of account management</p> <p>Experience of delivering membership communications.</p> <p>Experience of film production and photography</p>

QUALITIES	ESSENTIAL	DESIRABLE
	<p>Experience of managing communications projects within defined timescales.</p> <p>Experience of writing, editing and proofing documents and resources</p> <p>Experience of working with a range of internal and external stakeholders.</p> <p>Experience of working with case studies and service users.</p> <p>Experience of developing KPIs and project evaluation.</p> <p>Line management experience.</p>	
KNOWLEDGE AND UNDERSTANDING	<p>Detailed knowledge of the latest developments in PR, marketing, digital and social media</p> <p>Knowledge of PR and awareness raising techniques</p> <p>Detailed knowledge of publishing processes</p> <p>Knowledge of creative and design software including Indesign and Canva</p> <p>Solid understanding of the requirements of the main social media platforms (Facebook, Instagram, Twitter, YouTube, TikTok and LinkedIn) and experience of producing and optimising content for these</p> <p>Knowledge of, or willingness to acquire a working knowledge of the children's palliative care sector in the UK</p> <p>An understanding of fundraising approaches and techniques.</p>	<p>Knowledge of different Adobe packaging including illustrator, photoshop and Rush</p>
SKILLS AND ABILITIES	<p>Strong leaderships skills and the ability to develop complex and targeted marketing strategy.</p> <p>The ability to develop creative campaigns to reach out to new audiences and engage stakeholders.</p> <p>Strong presentational skills and ability to promote the charity to a wide range of individuals and external audiences.</p>	

QUALITIES	ESSENTIAL	DESIRABLE
	<p>Persuasive approach and ability to pitch stories to the media in a compelling and authentic way.</p> <p>Excellent IT skills including Microsoft Office, CRM databases, content management systems, social media tools, media monitoring and email marketing.</p> <p>Excellent verbal and written communication skills.</p> <p>Ability to develop creative solutions to complex business problems</p> <p>Passion for fundraising and engaging supporters</p> <p>Strong editorial and proofing skills</p> <p>Ability to work constructively in partnership with other groups and organisations</p> <p>Ability to write in different styles for different audiences</p> <p>Ability to assimilate complex information and communicate it in a way that is easy to understand</p> <p>Excellent diplomacy and negotiating skills</p> <p>Ability to develop communications strategies</p>	
PERSONAL QUALITIES	<p>Confident and self-assured with creative flair and innovative approach to work.</p> <p>Creative, inspirational storyteller and flexible thinker.</p> <p>Determined, tenacious and curious.</p> <p>Resilient, positive, and adaptable to change.</p> <p>Enthusiastic and motivated.</p> <p>A team player, keen to collaborate and solve problems.</p> <p>Motivated by achieving targets, managing multiple tasks, and working to deadlines.</p> <p>Empathy with the children’s palliative care sector.</p> <p>Committed to the vision, mission, and values of the charity.</p>	