



JOB DESCRIPTION

JOB TITLE:	Marketing and Campaigns Manager
LOCATION:	New Bond House, Bond Street, Bristol, BS2 9AG
HOURS:	Full Time (35 hours)
STATUS OF ROLE:	Fixed term 12 month contract (pending review)
RESPONSIBLE TO:	Director of Communications
DIRECT REPORTS:	Communications Officers (x2)

PURPOSE OF POST

This exciting new post will play a key role in transforming and communicating Together for Short Lives' brand, designed to strengthen and expand its direct work with seriously ill children and families, so every family can get the lifeline care they need. You'll deliver marketing strategies to grow our helpline and family offer and support the Executive Team on a brand review to create a compelling case for support and to position Together for Short Lives as the first port of call for families. Working closely with the Director of Communications you will play a key role in marketing, campaigns and media strategy across the charity to raise awareness and income for Together for Short Lives. You'll deliver campaigns including the charity's annual fundraising and awareness raising campaign – Children's Hospice Week and promote high profile corporate partnerships which raise lifeline funds for children's hospices across the UK.

DUTIES AND RESPONSIBILITIES

Management and approaches

1. Line manage the Communications Officers, setting clear objectives, monitoring their performance and supporting their development and learning.
2. Manage project budgets.
3. Develop an integrated approach to projects and campaigns, working closely with colleagues in fundraising, family services, research and public affairs.

Brand management and impact

4. Together with the Directors of Communications and Fundraising and other members of the Executive Team, to support the review of Together for Short Lives' brand and brand collateral.

5. Develop marketing mechanics and materials to transform Together for Short Lives' brand as the only UK charity that supports seriously ill children and family.
6. Develop key messages, tone of voice and brand guidelines and act as a 'brand guardian' ensuring consistency across all internal and external communications.
7. Working with the Fundraising Team on developing a compelling case for support.
8. Develop compelling copy and collect images, stories and evidence that show the charity's impact and value.
9. Identify issues that could potentially damage the organisation's reputation and help manage crisis communications.

Awareness raising and campaigns

10. Support the development of integrated awareness raising, marketing and campaign strategies for Together for Short Lives projects and services, working with the Director of Communications and all teams.
11. Lead, deliver and evaluate the charity's annual Children's Hospice Week campaign.
12. Develop strategies to help the charity extend and grow its helpline and family support services and reach more families in need of support.
13. Working in partnership with the Fundraising team to deliver communications and marketing campaigns to promote, engage and build strong corporate partnerships, including with high profile partnership brands such as Disney.
14. Ensure campaigns are planned, measured and evaluated effectively, with clear and outcomes, messages and timescales.
15. Produce marketing and awareness materials.
16. Develop and deliver content plans for campaigns across all communications channels, including compelling copy for PR, publications, website and social media.
17. Relationship building internally and externally with the charity's stakeholders including children's hospices, corporate partners, funders and policy makers.
18. Engage and support patrons, ambassadors and influencers in Together for Short Lives campaigns and projects and help grow our network of celebrity supporters.

Media strategy

19. Working with the Director of Communications to develop and deliver the charity's media strategy, including launch plans for the charity's new identity.
20. Monitor and evaluate media coverage.
21. Manage monthly media planning meetings.
22. To grow and develop relationships with journalists and influencers and secure media coverage.
23. To write press releases, articles and statements and be a key contact for media enquiries including sharing out of hours media activity/requests.

General responsibilities

24. Act as an ambassador for Together for Short Lives with other key stakeholders, and to support others in this role.
25. To carry out any other duties as are within the scope, spirit and purpose of the post as requested by your line manager.

PERSON SPECIFICATION

QUALITIES	ESSENTIAL	DESIRABLE
QUALIFICATIONS	Educated to degree level or with equivalent experience.	A relevant professional qualification
EXPERIENCE	<p>Significant and demonstrable experience of developing and delivering marketing/communications strategy.</p> <p>Experience in brand development, review and management, including developing brand assets and guidelines.</p> <p>Significant experience of developing national PR and awareness raising campaigns.</p> <p>Proven track record in securing national media coverage and developing relationships with journalists.</p> <p>Experience of working across digital channels, including website and social media.</p> <p>Experience of writing, editing and publishing persuasive marketing materials and resources.</p> <p>Experience of line-managing, mentoring and motivating staff to develop their skills and perform well for the charity.</p> <p>Experience of working on complex projects in partnership with external companies.</p>	<p>Experience gained in the voluntary sector.</p> <p>Experience of working in a membership or similar organisation.</p> <p>Track record of developing relationships with Patrons and Influencers.</p> <p>Experience of working on integrated campaigns</p> <p>Experience of developing a case for support.</p>
KNOWLEDGE AND UNDERSTANDING	<p>Un up to date understand and knowledge of current communications, marketing and digital trends.</p> <p>Understanding of the digital environment and the range of tools and approaches including web analytics, SEO, Google Adwords, and user experience.</p> <p>Knowledge of, or willingness to acquire, a working knowledge of the children's palliative care sector in the UK</p>	

QUALITIES	ESSENTIAL	DESIRABLE
SKILLS AND ABILITIES	<p>Excellent IT skills including Microsoft Office, CRM databases, content management systems, social media tools, media monitoring and email marketing.</p> <p>Strong presentational skills and ability to promote the charity to a wide range of individuals and external audiences.</p> <p>Strong verbal and written communication skills.</p> <p>Skilled at building effective, sustainable relationships with key stakeholders.</p> <p>Ability to assimilate complex information and communicate it in a way that is easy to understand</p> <p>Ability to work constructively in partnership with other groups and organisations.</p> <p>Strong design skills using tools such as Canva and Indesign. Ability to manage complex communications projects within defined timescales.</p> <p>Excellent diplomacy and negotiating skills.</p>	
PERSONAL QUALITIES	<p>A confident and effective decision maker.</p> <p>A commitment to professionalism and excellence.</p> <p>Energetic with enthusiastic approach to work.</p> <p>Committed to the vision, mission and values of the charity.</p>	
Other requirements	<p>Willingness to work outside normal office hours from time to time to cover social media, media on-call and events.</p> <p>Willingness to share the media on-call rota with others.</p> <p>Willingness to travel regularly outside of Bristol.</p>	