



Job Description and Person Specification

Communications and Marketing Manager

RESPONSIBLE TO: Head of Fundraising and Communications

HOURS: 35 hours a week with some flexible working available

LOCATION: Homeworking and Based in Amersham, Buckinghamshire.

We provide specialist nurses and support for seriously ill children. We have a simple message to communicate but are an ambitious organisation looking to grow and deliver our vital programmes for seriously ill children and their families. This communications role is so important in creating an increase in our brand recognition to the general public and also in the world of the NHS and healthcare. This is a wide-ranging role that will work across all areas of the organisation.

OVERALL JOB PURPOSE

We are looking for an inventive, passionate and tenacious Communications and Marketing Manager who can lead on the continual development of our marketing and communications strategy. The overall purpose is to help more children with serious illness by delivering strong communications, effective PR, and clear brand messaging tied into the organisations overall mission and vision. We want someone who shares our core values of being child focussed, kind, empowering, resourceful and sparky, who can live by the ethos of who Roald Dahl was and what he is delivering through his legacy.

The role's main task is to have a clear overall communications, brand and marketing strategy and that we deliver and evolve that strategy. The role also needs to ensure that clear messaging is set for the organisation, that our audiences are imbedded in all our work, that we deliver very high standards on creative and that we maximise our PR value working closely with all our stakeholders.

Our organisation has taken steps forward in the last two years to position itself as an independent children's healthcare charity that does not need to rely on the Roald Dahl stories or characters to gain cut through. We use stories of our beneficiaries and Roald Dahl Nurses to showcase who we are, what we do and why people should support us.

RESPONSIBILITIES

Leadership

Leading on communications and marketing, the post holder will work closely with the Head of Fundraising and Communications and other managers in the team to set the plans, create buy in and lead by example.

There is currently a Fundraising and Marketing Executive who supports across marketing and social media.

- To evolve and monitor the strategy of the communications and marketing function with the Head of Fundraising and Communications.
- To agree and track objectives and KPIs across all the work streams within communications and marketing agreed with the Head of Fundraising and Communications.
- Creating buy in from internal and external stakeholders to our brand, marketing and communications. Motivate and engage them to get the best that we can out of our reach.

Communications

Ensure we have a clear strategy and delivery plan for all of our communications.

Strategy

- Responsible for creating and delivering the long term and yearly communications strategy, that considers both regional (e.g. where Roald Dahl Nurses are based) and national media.
- Continually review the focus of our messages, how we generate meaning and the channels that we use..
- Setting and overseeing the 5 year rolling expenditure budgets for communications and the associated staffing plans and structures.
- Consider how we are set up digitally and how we can maximise our reach.

Delivery

- Ensure our story is told in the most compelling way through copy, real life case studies, imagery and evidence.
- Constantly deliver on and review channels, delivering messaging that has the right impact for the right audience.
- Use PR to generate reach to our target audiences both regionally and nationally. Build relationships with press contacts to enable us to plant stories and create buzz.
- Align our PR objectives with our key partner the Roald Dahl Story Company (RDSC).
- Continually horizon scan for new stories and communications tools. Be innovative with partnership ideas working closely with teams across our organisation.
- Test new channels to take out to audiences.
- Define and deliver internal communications that help set the organisational culture.

Marketing

Ensure our marketing strategy matches the growth ambitions of the organisation with a stand out brand to match.

Strategy

- Shape and evolve who we as a brand and any sub brands.
- Ensure what makes us unique is made clear and is a guide to what we do and what we say.
- Define how we market to a fundraising audience and the channels within fundraising
- Define how we market within an NHS and health professional's context.
- Overseeing the 5 year rolling expenditure budgets for marketing
- Framing, researching and identifying target audiences, growth areas and marketing opportunities.
- Review and audit all materials and channels used.

Delivery

- Creating and executing marketing plans related to core audiences and tailored for geographical marketing aims
- Working closely with marketing partners and RDSC.
- Creating and managing brand campaigns based on our work and the work of our partners
- Creating brand materials and marketing assets.
- Analysing, testing and improving all marketing.
- Refining and overseeing the marketing approval process
- Reporting regularly with brand and organisational objectives to the CEO and SLT.

Additional Areas

Working with other managers in the fundraising and communications team

- To work closely with the team at the Roald Dahl Story Company.
- To contribute to the overall planning and strategic direction of the fundraising team
- To contribute information for the quarterly Fundraising and Communications Sub Committee and the quarterly Board Meetings.
- To support the Head of Fundraising and Communications as necessary and to deputise at events and on other occasions to represent the charity.

Other Information

This job description helps the post holder to understand their main duties. It is not exhaustive, and the role's duties may change from time to time, in discussion with the post holder and consistent with the level of responsibility appropriate to the grade of the post.

- The post holder will be required to travel within the UK, for example to visit with partners or to attend meetings in other parts of the country. This may occasionally require overnight stays. The post holder may also be required to undertake occasional evening and weekend work when, for example, we hold fundraising events or need to meet with partners.
- Roald Dahl's Marvellous Children's Charity is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. Confirmation of appointment will be subject to a satisfactory standard Disclosure and Barring Service check.
- The appointment is subject to the satisfactory completion of a three-month probation period.
- Roald Dahl's Marvellous Children's Charity is committed to achieving the highest standards of service and employment practice. We give equal opportunity to everyone, regardless of background. While our offices are not currently accessible for people with significant mobility difficulties, we will make all reasonable adjustments to allow the most suitable candidate to perform their role effectively
- Roald Dahl's Marvellous Children's Charity operates a no-smoking policy. The post holder should either be a non-smoker or be prepared not to smoke in any Charity premises, grounds or vehicles or when on Roald Dahl's Marvellous Children's Charity business outside the office.

Person Specification: Corporate Partnerships Manager

	Attribute	Essential (E) or Desirable (D)
1.	Knowledge & Experience	
	Experience of delivering and securing PR campaigns and coverage building relationships with journalists	E
	Proven track record of running significant marketing and/or communications campaigns	E
	Successful experience in creating and delivering marketing and/or communications strategies over a long period of time.	E
	Knowledge and experience of charity marketing effectiveness and budget management	E
	Proven experience working with and managing effective partnerships and proven ability to manage and develop several senior and diverse relationships	E
	Experience in copy writing, story gathering and what makes an effective fundraising case for support.	D
	The successful candidate will have an entrepreneurial mindset with a strong appetite for delivering growth.	E
	Ability to judge marketing performance and ROI	E
2.	Skills	
	Clear understanding of the role of communications and marketing teams within the charity and the wider sector	D
	Ability to work on own initiative and as part of a multi-disciplinary team	E
	Excellent relationship management skills	E
	Inspiring and engaging communications skills	E
	Ability to plan, organise and manage multiple priorities and the ability to successfully prioritise tasks for yourself and others	E
	Excellent time management and administrative skills	E
	Ability to understand the strategic aims and objectives of RDMCC and to translate these in to compelling marketing propositions	E

3.	Personal Qualities	
	Tenacious, self-motivated with the ability to work well on their own and as part of a team	E
	Ability to work under pressure, to target and to deadline	E
	A positive and proactive approach to tasks and new ideas	E
	Good team player who is willing to support and help others in the team	E
	Highly organised with excellent attention to detail	E
	Professional, diplomatic and discreet able to maintain confidentiality	E
	A creative thinker who is quick to respond to opportunities	E
	A willingness and ability to travel across the UK will be necessary in this role	E
	Membership to marketing bodies such as CIM or Charity Comms.	D

Terms and Conditions of Employment

Position:	Communications and Marketing Manager
Reporting to:	Head of Fundraising and Communications
Location:	Homebased but regular face to face monthly meetings in either Amersham or London
Salary:	Circa £36,000
Hours:	35
Holidays:	28 days
Pension:	7% non contributory
Life Assurance:	Not offered
Any other benefits:	Flexible working

How to apply

To apply for this role please submit a detailed CV and supporting statement that addresses the criteria set out in the job description person specification.

Please ensure that your supporting statement provides specific examples to demonstrate your competencies, achievements and skills addressing the specific criteria set out.

When submitting your application please ensure that you have included a contact number and an email address.

The closing date for applications is: Sunday 5 December at Midnight

Interviews will take place on: 9 December and will be via Microsoft Teams

Submit your CV and supporting statement to recruitment@roalddahlcharity.org