

Communications & Marketing Officer

Full Time - Permanent - Hybrid/Flexible Working

Salary £26,000-28,000*

28 days leave

Pension



Roald Dahl's Marvellous Children's Charity provides specialist nurses and support for seriously ill children across the UK.

Our vision is that every child, young person, and family living with a complex and lifelong health condition in the UK, has the dedicated care and support of a Roald Dahl Nurse Specialist.

We have a simple message to communicate and are an ambitious organisation looking to grow and deliver our vital programmes for seriously ill children and their families. This role will see you play a vital role in increasing our brand recognition amongst the public and stakeholders as well as use marketing and communications to inspire fundraising and celebrate achievements. This is a wide-ranging role that will work across all areas of the organisation.

KEY RESPONSIBILITIES

- Ensure our patient and family stories are told in the most compelling way through copy, real life case studies, imagery, and evidence to inspire and incentivise support and engagement.
- Deliver consistent messaging across social media and constantly review effectiveness of communications and marketing efforts.
- Creating engaging, brand compliant content that uses writing, images and film to support communications and marketing plans
- Maintain Charity blogs, website content and management of 'Thank you Thursday or Giving Tuesday posts.
- Maintain the look and voice of the charity through the regular charity newsletter
- Continually horizon scan for new stories and communications tools.
- Support with partnership plans, working closely with teams across our organisation to deliver engaging content and materials for our partners and stakeholders.
- Support the Senior Communications and Marketing Executive to deliver on all communications objectives.

ABOUT YOU

For this role, you must have:

- ✓ A creative flare and understanding of what makes good copy, content, and design
- ✓ Tenacity and self-motivation to work well on your own and as part of a team
- ✓ Ability to work under pressure, to target and to deadline
- ✓ A positive and proactive approach to tasks and new ideas
- ✓ Be highly organised with excellent attention to detail
- ✓ Experience of working on campaigns or branded materials
- ✓ Proven ability to build and maintain relationships with external stakeholders.



It would be an advantage if you also had:

- ✓ Knowledge and proven skill in graphic design
- ✓ Experience in copywriting and information/story gathering.
- ✓ Understanding of charity marketing effectiveness against expense budgets.
- ✓ Ability to deliver online marketing campaigns

Sound like you? To apply, send your CV and covering letter outlining your suitability to the role and motivation for applying to recruitment@roalddahlcharity.org or for an informal chat, contact Amy Walters, Senior Communications & Marketing Executive Amyw@roalddahlcharity.org

