



## Job Description and Person Specification

# Communications and Marketing Executive

**RESPONSIBLE TO:** Head of Fundraising and Communications

**HOURS:** 35 hours a week with some flexible working available

**LOCATION:** Hybrid working, home and office based – Amersham, Buckinghamshire (we are a flexible working employer)

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 with our stakeholders. 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 Executive who can contribute to the delivery of the marketing and communications plans. The overall purpose is to help more children with serious illness by delivering strong communications, 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 is team player and can contribute across the organisation.

The role's main task is to deliver and support on writing real life stories, content creation, social media and other digital communications and supporting the wider team. The role will work closely with our Senior Communications and Marketing Executive 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 working closing with all of 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 Specialist Nurses to showcase who we are, what we do and why people should support us.

## **RESPONSIBILITIES**

### **Communications**

*Ensure we deliver all of our communications in a quality and consistent way.*

- Ensure our story is told in the most compelling way through copy, real life case studies, imagery and evidence.
- Deliver messaging across social media and constantly review effectiveness of messages and channels.
- Creating content including writing, images and film.
- Posting content to the charity blog, being innovative about the voice of the charity.
- Managing the regular charity newsletter and inputting on supporter journeys.
- Continually horizon scan for new stories and communications tools. Be innovative with partnership ideas working closely with teams across our organisation.
- Support the Senior Communications and Marketing Executive to deliver on all communications objectives.

### **Marketing**

Ensure marketing collateral and information is up to date and that the wider organisation has what they need to deliver effectively.

- Supporting the execution of marketing plans related to core audiences and tailored for geographical marketing aims.
- Building relationships with our marketing suppliers ensuring plans are delivered.
- Creating brand materials and marketing assets for the whole organisation.
- Analysing, testing and improving all marketing supporting the Senior Communications and Marketing Executive where necessary.
- Supporting on all website copy and creative.

### **Additional Areas**

*Working with other team members in the fundraising and communications team*

- To contribute to the overall planning and strategic direction of the communications and fundraising team
- To contribute information and analysis to Senior Leadership Team as required.
- To support the Head of Fundraising and Communications as necessary.

### **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
- The post holder will have the right to work in the UK.

## Person Specification: Communications and Marketing Executive

	<b>Attribute</b>	<b>Essential (E) or Desirable (D)</b>
<b>1.</b>	<b>Knowledge &amp; Experience</b>	
	Experience of supporting on marketing and/or communications campaigns	<b>E</b>
	Knowledge and experience of charity marketing effectiveness and budget management	<b>D</b>
	Experience of relationship building internally and externally with suppliers	<b>E</b>
	Experience in copy writing, story gathering and what makes an effective fundraising case for support.	<b>D</b>
	The successful candidate will have an entrepreneurial mindset with a strong appetite for delivering growth.	<b>E</b>
	Ability to judge communications/marketing performance and ROI	<b>D</b>
	Experience of delivering digital marketing and engagement including social media and e-communications	<b>D</b>
<b>2.</b>	<b>Skills</b>	
	Clear understanding of the role of communications and marketing teams within the charity and the wider sector	<b>D</b>
	Ability to work on own initiative and as part of a multi-disciplinary team	<b>E</b>
	Excellent relationship management skills	<b>E</b>
	Inspiring and engaging communications skills	<b>E</b>
	Ability to plan, organise and manage multiple priorities and the ability to successfully prioritise tasks for yourself	<b>E</b>
	Excellent time management and administrative skills	<b>E</b>
	Ability to understand the strategic aims and objectives of Roald Dahl's Marvellous Children's Charity and to translate these in to compelling marketing propositions	<b>E</b>
	Knowledge of and proven skill in digital and graphic design.	<b>D</b>

<b>3.</b>	<b>Personal Qualities</b>	
	Tenacious, self-motivated with the ability to work well on their own and as part of a team	<b>E</b>
	Ability to work under pressure, to target and to deadline	<b>E</b>
	A positive and proactive approach to tasks and new ideas	<b>E</b>
	Good team player who is willing to support and help others in the team	<b>E</b>
	Highly organised with excellent attention to detail	<b>E</b>
	Professional, diplomatic and discreet able to maintain confidentiality	<b>E</b>
	A creative thinker who is quick to respond to opportunities	<b>E</b>

## Terms and Conditions of Employment

<b>Position:</b>	Communications and Marketing Executive
<b>Reporting to:</b>	Head of Fundraising and Communications
<b>Location:</b>	Homebased but regular face to face monthly meetings in either Amersham or London
<b>Salary:</b>	Circa £26,000
<b>Hours:</b>	35
<b>Holidays:</b>	28 days
<b>Pension:</b>	7% non contributory
<b>Life Assurance:</b>	Not offered
<b>Any other benefits:</b>	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 29<sup>th</sup> July 2022

Interviews will take place during the week commencing 8<sup>th</sup> August 2022 and will be via Microsoft Teams

Submit your CV and supporting statement to [recruitment@roalddahlcharity.org](mailto:recruitment@roalddahlcharity.org)