



# Marketing and Communications Manager

<b>Department:</b>	Fundraising & Engagement
<b>Job title:</b>	Marketing and Communications Manager
<b>Reports to:</b>	Head of Engagement
<b>Responsible for:</b>	Marketing and Communications Executive
<b>Based at:</b>	Head office
<b>Salary:</b>	£40,000

## Job Summary

The Marketing and Communications Manager will be responsible for the development and delivery of Rainbow Trust's communications and marketing campaigns strategy.

The postholder will work as part of the management team, working closely with multiple teams to lead and deliver marketing campaigns that will drive awareness of Rainbow Trust and support fundraising activity to strengthen our position as experts in children's palliative care.

The Marketing and Communications Manager will live the Rainbow Trust values.

Rainbow Trust Children's Charity enables families who have a child with a life-threatening or terminal illness to make the most of time together, providing expert, practical and emotional support, where they need it for as long as it is needed.



## **Areas of Responsibility (specific to role)**

- Work with the Head of Engagement to create, develop and deliver the brand campaigns and communication strategies
- Research and understand our target audiences to increase profile with key audiences
- Develop engaging communications to target key audiences that support and build on our organisational strategy
- Develop and deliver a celebrity and influencer engagement strategy to support the awareness, engagement, and fundraising objectives of the organisation
- Generate creative, engaging content and ideas for fundraising events and brand awareness campaigns that drive increased targeted engagement to showcase our work and deliver our fundraising ambition
- Work with the PR & Communications executive to identify and write compelling family stories and leverage them to raise our profile through multimedia channels
- Manage marketing, PR (paid & pro-bono) and celebrity agencies to ensure successful creation and delivery of above and below the line traditional and digital media campaigns
- Develop and project manage the delivery of fundraising and brand communications campaigns.

## General Responsibilities

### Leadership and Strategy

- Act as representative of the charity to a variety of external and internal audiences, representing the charity at relevant networking events and opportunities; acting as an ambassador for the organisation.
- Proactively develop relationships in the sector and maintain awareness of sector developments and campaign to drive forward an innovative team culture.
- Interpret and use all available management information to make decisions and recommendations.
- Provide positive leadership, guidance and direction to direct reports and volunteers to meet and exceed deadlines and targets and achieve buy-in for new initiatives.
- Commit to Performance Management Process and develop learning objectives to meet business plans.
- Live the Rainbow Trust values.

### Operational and Project Planning

- Lead, oversee and support projects and activity relevant to role to ensure work is completed to budget, timescale and report any variance.
- Develop and implement risk and crisis management media strategies as required.
- Protect our reputation, providing crisis management plans and respond to situations that require media guidance. Brief and train spokespeople for interview.

### Working with Customers and Service Delivery

- Develop and maintain effective relationships with key external contacts e.g. supporters, influential individuals, organisational decision makers, committees, media contacts and suppliers.
- Ensure that effective measures are in place across the department to respond effectively and promptly to enquiries and requests received direct from supporters/doners and colleagues and their reasonable expectations are met.
- Ensure that the department policies and procedures are underpinned by excellent marketing and communications techniques.

### Developing, Maintaining Systems and Procedures

- Keep abreast of sector and political developments that may impact on Rainbow Trust and its work and to advise and communicate to colleagues how best to address such changes.
- Ensure effective media monitoring and analysis is conducted.
- Ensure that data relevant to area of responsibility and activity is appropriately recorded and stored in Donorfy.
- Ensure systems and processes for managing data comply with the organisation's data protection obligations, GDPR, charity law and other legal requirements.

## People Management and Development

- Provide direction, guidance and support to your direct report and manage setting of objectives and appraisals
- Support our high calibre volunteers and interns through effective supervision (following best practice guidelines for managing volunteers/interns)
- Take responsibility for own continuous professional development
- Attend training as necessary to meet changing needs, new technological developments, and service requirements responsibility for ensuring this is carried out across the organisation.

## Team Working and Collaboration

- Proactively share professional knowledge and expertise with the team and other departments and provide timely advice to create improvements in line with policies and procedures.
- Develop and maintain strong relationships with the Care teams to deliver relevant family stories for PR and Communications use.
- Collaborate effectively with colleagues in all teams to deliver on priorities and objectives.

## Special Conditions

- Some out-of-off and out-of-hour work and UK travel may be required from time to time in order that the organisation is able to deliver on its commitments to its stakeholders.
- All staff must adhere to Rainbow Trust's safeguarding policies and procedures.
- All staff have a responsibility to maintain an up-to-date knowledge and awareness of issues around the safeguarding of children, through the completion of the relevant training, at a level commensurate with their role
- Ensure compliance with charity policies and all relevant legislation
- Demonstrate behaviors in line with the Charity values and maintain the reputation and standing of the charity
- The list of responsibilities outlined above are not intended to be exhaustive and the post holder may be required to carry out other reasonable tasks or responsibilities under the direction of the Fundraising and Engagement Director.

# PERSON SPECIFICATION

## MARKETING & COMMUNICATIONS MANAGER



	ESSENTIAL	DESIRABLE
<b>Experience</b> (Previous roles, types of organisations)	<ul style="list-style-type: none"> <li>• Experience of delivering a press office function and crisis management</li> <li>• Experience of tailoring communication messages to key audiences/channels in all sections of the community, including the media</li> <li>• Experience in building relationships with outside organisations, media, celebrities, influencers and stakeholders</li> <li>• Track record of working with a broad range of media</li> </ul>	<ul style="list-style-type: none"> <li>• Operating at a managerial level in PR/Communications.</li> <li>• Developing a communication and media strategy</li> <li>• Worked in an SME or Charity environment</li> <li>• Volunteer/Intern management</li> </ul>
<b>Special Competencies</b> (Specific job-related skills knowledge understanding)	<ul style="list-style-type: none"> <li>• Knowledge of principles of relationship management and good customer care</li> <li>• Clear and creative written communicator</li> <li>• Confident oral communicator; face to face and over the telephone</li> <li>• Strong MS Office knowledge and CRM database skills</li> <li>• Confident and enthusiastic presenter and networker</li> </ul>	<ul style="list-style-type: none"> <li>• Competency in Fundraising Code of Conduct guidelines</li> </ul>
<b>Disposition</b> (Influence over others, dependability, self-reliance)	<ul style="list-style-type: none"> <li>• Persuasive and enthusiastic, engaging the commitment of others</li> <li>• Firm, goal-oriented, yet motivational leadership style</li> <li>• Influencer – who stimulates others into action</li> <li>• Poised and outgoing - building rapport &amp; developing relationships with others</li> <li>• Multi-tasker with a sense of urgency for goal achievement</li> <li>• Effective delegator with accountable follow-up on timeliness and quality</li> <li>• Ability to learn quickly and thoroughly and adapt to change</li> </ul>	

# PERSON SPECIFICATION

## MARKETING & COMMUNICATIONS MANAGER



### ESSENTIAL

### DESIRABLE

#### Thinking Style

(Practical, conceptual, innovative, traditional, change orientated)

- Idea generator - innovative and creative problem solver
- Timely decision maker, in response to varied activities and changing conditions
- Action orientated and collaborative
- Practical and results focused
- Big picture thinker

#### Attainments

(Academic & professional qualifications & training)

- Educated to degree level/or equivalent

#### Motivation

(Ambition, money, security)

- Recognition and reward for achieving results through people
- Enjoys working on multiple projects

#### Circumstances

(Mobility, special demands of job, unsocial hours)

- Commitment to own continuing professional development
- Some out of office work and UK travel
- Driving license