

JOB DESCRIPTION

Job Title:	Head of Marketing and Communications
Department:	Income Generation, Marketing and Communications
Reporting to:	Director of Income Generation, Marketing and Communications
Location:	Home and Head Office

PURPOSE OF ROLE:

This role will be responsible for developing and delivering marketing, communications and PR strategies. You will develop and deliver messaging and creative content using multiple channels which engages and mobilises our various audiences. You will lead on our internal and external communications, as well as driving, promoting and safeguarding the brand.

MAIN DUTIES AND RESPONSIBILITIES

- Develop and deliver an insight driven marketing and communications strategy and plan that will distinguish the charity in the marketplace.
- Act as the strategic lead for all marketing and advertising campaigns and activities in line with the charity's strategic aims and objectives.
- Identify and effectively utilise a range of channels to deliver successful results and monitor and measure the effectiveness of all marketing and communications activity.
- Lead on all media and communications, offering support and advice on appropriate methods.
- Work cross functionally to develop, source and manage a range of tools and resources to support online and offline marketing and communications activities including website, corporate literature and patient information.
- Work with all departments to identify, drive and develop key campaign activity.
- Tailor messaging and develop marketing campaigns and activity to a range of stakeholders.
- Develop Tenovus Cancer Care's propositions and provide marketing direction across the organisation to support the various key areas of work.

- Develop annual advertising and promotion plans, targeted to segmented audience groups.
- Ensure that Tenovus regularly conducts market research to identify and monitor trends.
- Ensure Tenovus Cancer Care's communication channels – social media, events, website, newsletters and marketing assets are 'joined up' and have a clear user journey for key audiences.
- Develop and deliver integrated fundraising, services and communications campaigns.
- Deliver regional and national PR programmes and provide rapid response on key strategic issues.
- Lead on brand development and management, ensuring alignment with the brand guidelines and that everything we produce supports Tenovus Cancer Care's vision, and strategic aims.
- Ensure that the charity's vision and brand is conveyed consistently, appropriately and effectively through high quality external communication.
- Responsible for editorial direction, design and production of all Tenovus Cancer Care publications both printed and electronic.
- Lead on crisis communications to minimise any potential risk to the charity's reputation.
- Advise the Director of Income Generation, Marketing and Communications on reputation management, internal communications and crisis management.
- Effectively manage the overall performance of the Marketing and Communications team, ensuring they are working to agreed objectives, delivering outcomes and receiving appropriate training and support
- Take part in the annual budget setting process and manage budgets.
- Ensure effective overall management and reporting of the Marketing and Communications budgets and performance data
- Ensure that accurate and timely reports are submitted to the Director of Income Generation, Marketing and Communications, Leadership Team and other committees / project boards as appropriate.
- Act as a spokesperson and ambassador for the organisation

Date Prepared: October 2021

FLEXIBILITY STATEMENT

In addition to the duties and responsibilities outlines, you must be prepared to undertake such additional duties which may result from changing circumstances, but which may not of necessity change the general character or level of responsibility to the post.

CONFIDENTIALITY

Ensure, in the course of employment, complete confidentiality is maintained in respect of the Charity, its dealings, transactions, affairs and all other information relating to clients, participants, associates, staff etc. and to ensure that all information relating to the above is processed in accordance with the Data Protection Act 2018.

COMPETENCE

You are responsible for limiting your actions to those which you feel competent to undertake. If you have any doubts about your competence during the course of your duties you should immediately speak to your line manager.

RISK MANAGEMENT

It is a standard element of the role and responsibility of all staff within the Charity fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

HEALTH AND SAFETY REQUIREMENTS

All employees of the Charity have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable the Charity to meet its own legal duties and to report any hazardous situations or defective equipment.

SMOKING

All employees, whilst in Tenovus Cancer Care's employment, are required to adhere to the Charity's no smoking policy. Any breach of this policy will be deemed as gross misconduct.

WORKING WITH VOLUNTEERS

All employees, whilst in Tenovus Cancer Care's employment, may be required to recruit and manage volunteers. This is an expectation for all roles at Tenovus and full support will be provided by Tenovus' Volunteering department.

EQUAL OPPORTUNITIES

The Charity is committed to providing equal opportunities in employment and to avoiding unlawful discrimination in employment and against customers. All employees are expected to promote equal opportunities for staff and clients in accordance with the Charity's Equal Opportunity Policy and Procedure.

VALUES

The charity works within a culture that reflects the following values – Respectful, Bold, Creative, Supportive and Inspiring. All employees are expected to demonstrate and reflect these values in their day to day activities.

PERSON SPECIFICATION

	Essential	Desirable
Experience & Knowledge		
At least five years' experience of marketing /communications	●	
Experience of developing, implementing and monitoring marketing & communications strategies	●	
A proven track record of designing and implementing marketing campaigns	●	
Working with internal and external stakeholders to disseminate messaging	●	
Successfully worked with websites and across social media channels	●	
Practical experience of brand and reputation management	●	
Experience of building and managing successful teams	●	
Experience of working in organisations with a focus on health		●
Skills		
Strong inter-personal and networking skills, able to build rapport and relationships with people at all levels	●	
Outstanding presentation and written skills	●	
Excellent planning and organisation skills with the ability to manage several projects at the same time	●	
Ability to effectively negotiate and influence at a senior level	●	
Ability to work under pressure, prioritise workloads and meet deadlines	●	
An excellent collaborator with the ability to work alongside colleagues as part of a team	●	
Proficient in relevant Microsoft Office packages, i.e. Word, Excel, PowerPoint, Outlook, Visio, Project	●	
Ability to communicate in Welsh		●
Legally able to drive in the UK on a full licence		●
Willingness to work variable hours including occasional evening and weekend work	●	
Willingness to travel across the UK as required		●