

MARKETING & COMMUNICATIONS OFFICER JOB DESCRIPTION

Job Title: Marketing & Communications Officer
Hours: 37.5 hours per week
Salary: £23,000 per annum
Location: Slynedales, Lancaster
Reports to: Head of Operations

Job Summary

The Marketing & Communications Officer is responsible for coordinating all areas of the organisation's communication channels and functions to raise the profile of CancerCare across North Lancashire, South Lakeland and the Barrow & Furness peninsular.

The post holder will generate and distribute content across various channels, including the website, social media, and print and online marketing materials. They will also plan and implement communications and marketing campaigns to raise awareness and funds.

Job purpose

- To develop engaging content for use across the charity's communications activities
- To provide communications support to all areas of the organisation including projects, services, centres and fundraising
- Maintain CancerCare's corporate identity
- Manage the production of all organisational literature and promotional materials
- Line manage the Marketing Assistant

Marketing

- Manage & develop the organisation-wide marketing schedule
- Work closely with the fundraising team to develop marketing plans, activities and materials to support their objectives
- Work with the Head of Client services to develop marketing plans around new projects and services

Media relations

- Develop and maintain a strong network of media contacts and journalists
- Write and issue news releases, articles and statements
- Set up media interviews with representatives and clients
- Respond to requests from the press for comments, views and supporting information and maximise opportunities for further engagement on relevant topics
- Liaise with Community Fundraisers & volunteers to further identify publicity opportunities across North Lancashire, South Lakeland and Barrow/Furness
- Supervise and advise other members of the team in their drafting of communications plans and statements

Copywriting, design & production

- Lead on copywriting, editing and proofing for all marketing communications and activities
- Manage the design, production and printing of promotional literature
- Liaise with external agencies including graphic designers and printers
- Manage the production of monthly staff/volunteer newsletter
- Coordinate the production of the Annual Report

Corporate identity

- Ensure all communications and materials, both internal and external, follow the CancerCare brand guidelines
- Ensure all materials reflect the organisation's vision and values

Digital marketing

- Oversee CancerCare's website and support long-term development projects
- Manage the monthly email newsletter and other e-marketing updates
- Contribute to and implement the social media strategy across organisation
- Use Google analytics and other insights/analytic tools to evaluate campaigns and generate reports for the management team

Content development

- Work across all teams to generate client stories; speaking to families, writing case studies, blogs and collating photos
- Edit and proof all content to ensure it is appropriately tailored for each communication channel
- Creatively develop bespoke content around key charity campaigns and activities to maximise impact
- Build editorial calendar to plan strategic news stories and source content

General

- This job description will be reviewed regularly in the light of changing service requirements and any such changes will be discussed with the post holder. The post holder will be required to carry out such duties as receiving general telephone enquiries and dealing with general office administration as befits a small office environment
- The post holder is expected to comply with all relevant CancerCare policies, procedures and guidelines, including those relating to Equal Opportunities, Health and Safety and Information Governance
- The post holder will be working in a changing organisational environment and may be expected to undertake other appropriate duties for the effective operation of CancerCare
- Promote the aims and vision of CancerCare and safeguard its good name and reputation at every opportunity

MARKETING & COMMUNICATIONS OFFICER PERSON SPECIFICATION

Criteria	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Educated to degree level or equivalent relevant experience 	<ul style="list-style-type: none"> Marketing and/or Project Management Qualification
Knowledge & Experience	<ul style="list-style-type: none"> At least 3 years' experience in Marketing Communications and/or project management role in this field Experience of leading & delivering an integrated marketing strategy Adept at creating excellent written and verbal communications for a range of audiences Full knowledge and skills in Microsoft Office and using Content Management Systems for websites Experience working in a busy team and managing/ building relationships to ensure project milestones are met Experience reviewing, proofing and bringing design in line with internal & external branding guidelines Experience of managing complex projects and delivering on time Experience briefing creative agencies in a clear and concise way Budget Management experience 	<ul style="list-style-type: none"> Experience of working in the Voluntary sector Digital Marketing experience Experience line managing staff
Skills	<ul style="list-style-type: none"> High level of numeracy & literacy Ability to turn complex material or jargon into plain English while maintaining accuracy Graphic design skills Excellent interpersonal skills and relationship development ability to work with members of the media, public and colleagues at all levels Ability to manage a high level of workload and conflicting priorities Ability to work to tight deadlines and juggle a range of projects, working effectively and collaboratively across different departments Strong organisational skills and excellent attention to detail Excellent analytical skills & report writing skills Ability to manage all aspects of the role including administrative requirements 	<ul style="list-style-type: none"> Using Joomla CMS system Experience using CRM databases Experience of using Google analytics Experience of using Adobe design packages Experience using Facebook adverts Photography knowledge/eye for photography Video filming Peer management skills: know how to get the best out of people who may have multiple objectives and tasks that may be different to your own

Personal Attributes	<ul style="list-style-type: none"> • Resilient and professional manner • Flexible attitude • Creative thinker • Team-player, positive, tenacious and takes a can-do approach • Ability to work independently, as well as collaboratively as part of a big team • A self-starter with a proactive approach • High emotional intelligence and exceptional interpersonal skills: a ‘people person’ • Positive in outlook: always looking for the best outcomes from dealing with people and situations. • Able to be task-oriented but also able to rise above tasks and see the bigger picture • Always keen and able to learn and improve • Ability to develop & maintain sensitivity, respect and understanding of people linked with the organisation 	
Other	<ul style="list-style-type: none"> • Committed to the principles of equal opportunities • Committed to the aims of CancerCare as stated in the Vision and Values • Non-judgemental attitude • A flexible and positive work ethic • Ability to travel throughout the areas where services are being delivered • Flexible approach to working patterns including some evening and weekend work 	<ul style="list-style-type: none"> • Knowledge of CancerCare’s aims and organisation • Knowledge and understanding of the cancer journey and support services