

MARKETING AND COMMUNICATIONS OFFICER JOB DESCRIPTION

Job Title:	Marketing and Communications Officer
Hours:	37.5 hours per week
Salary:	£24,000 per annum
Location:	Slynedales centre, Lancaster
Reports to:	Head of Operations
Closing Date:	March 1, noon
Interview:	March 8

Job Summary

The Marketing and 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 and Furness peninsula.

Based in Lancaster and with regular travel to CancerCare's centres in Kendal and Barrow, 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 marketing campaigns to raise awareness and funds.

Job purpose

- To provide marketing and communications support to all areas of the organisation including projects, services, centres, fundraising and events.
- To develop engaging content for use across the charity's communications channels.
- Maintain CancerCare's corporate identity.
- Manage the production of all organisational literature and promotional materials.
- Ensure CancerCare's Communications and Marketing Strategy is being adhered to.
- Line manage the Marketing Assistant.

Marketing

- Manage and develop organisation-wide marketing plans.
- 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.
- Write and issue media releases, articles and statements.
- Set up and oversee media interviews with representatives and clients.
- Respond to requests from the media for comments, views and supporting information and maximise opportunities for further engagement on relevant topics.
- Liaise with CancerCare's fundraisers and 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 and 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 staff/volunteer magazine Involve.
- Coordinate the production of the Annual Report.

Corporate identity

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

Digital marketing

- Oversee CancerCare's website and support long-term development projects.
- Manage e-marketing updates and MailChimp emails.
- Contribute to and implement the social media strategy across the 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, writing blogs, making short videos and collating photos.
- Take photographs to go with media releases.
- 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.