

DEMELZA HOSPICE CARE FOR CHILDREN

JOB DESCRIPTION

JOB TITLE - Senior Marketing Manager

REPORTS TO - Head of Marketing and Communications

RESPONSIBLE FOR - Marketing and Communications Assistant

PURPOSE OF ROLE

Supporting the Head of Marketing and Communications to increase the brand equity, visibility and reach of Demelza Hospice Care for Children in Kent, South East London and East Sussex, in order to drive fundraising, trading, referrals and awareness raising activity.

Responsible for managing marcomms briefs and devising and implementing marketing plans; working closely with colleagues to determine the most cost-effective and creative ways to advertise Demelza's services, events, products and campaigns. Ensuring all marketing activity is based on audience insights, is thoroughly evaluated and findings are communicated effectively to relevant stakeholders.

KEY RESPONSIBILITIES

- Leading on the organisation and allocation of the Marketing and Communications Team's busy calendar of work and projects
- Supporting Demelza colleagues to follow the correct marcomms briefing process; providing training and guidance when needed
- Developing, delivering and evaluating highly targeted campaigns using direct marketing, PR, digital marketing, social media, sponsorship, advertising and the development of related editorial and audio-visual content
- Oversee the management of our social media channels and delegate work to create content across the Marketing team to share this important responsibility.
- Oversee, develop and manage the content calendar with the support of the marketing team.
- Working closely with creative agencies to deliver effective and integrated marketing campaigns e.g. annual Christmas appeal
- Ensuring all campaign, fundraising and trading communications are compelling, fit for purpose, cost effective and incorporate a strong income generating appeal.
- Along with other Marketing and Communications colleagues, providing creative and compelling written content for print (e.g. case studies, Demelza Life) and online (e.g. social media posts, family/staff/volunteer testimonials for website) and a proofreading resource when required (ensuring content adheres to house style guide and Case for Support)
- Supporting the Head of Marketing and Communications with the development and implementation of a brand strategy; ensuring the brand is used appropriately, oversight on logo usage and ensuring consistency across all content
- Line management of Marketing and Communications Assistant
- Deputising for the Head of Marketing and Communications when required
- Regular reporting and feedback on marketing performance and KPIs
- Developing and maintaining strong relationships with stakeholders and identifying opportunities for joint working where appropriate
- Managing and developing relationships with internal and external suppliers to deliver marketing activities and cost-effective solutions
- Along with other Marketing and Communications colleagues, partaking in the out of hours social media rota (weekends, bank holidays, Christmas period).
- To undertake any other reasonable duties that may be appropriate in order to help achieve the organisation's objectives.

PERSON SPECIFICATION

Essential

- Proven & demonstrable marketing experience, preferably within the third sector or with an agency working closely with charity clients
- Educated to degree level or equivalent qualification or relevant workplace experience
- Experience of delivering and managing marketing campaigns across multiple channels and targeted at different groups
- A strategic thinker with exceptional data skills
- A creative and capable writer of engaging content, with the ability to adapt messaging depending on the audience
- Experience of managing organisational brand
- Excellent project management and time management skills, with the ability to effectively prioritise and meet tight deadlines
- Demonstrable proof reading skills, with excellent attention to detail
- Working knowledge of social media and how to maximise impact for the organisation
- Ability to perform market research as to make informed decisions and seek out new and emerging market trends
- Self-motivated, hardworking, with the ability to work independently
- Ability to build positive relationships and work collaboratively with colleagues and key stakeholders
- Enthusiasm, integrity and empathy for the work of Demelza Hospice Care for Children and how its work is promoted
- A mature and discreet approach to the sensitive nature of the charity's work maintaining absolute confidentiality at all times

Desirable

- Marketing qualification
- Line management experience with the ability to motivate and mentor a team to high performance
- Strong understanding of using content management systems and e-commerce platforms

The tasks listed in this job description are not designed to be exhaustive and may vary from time to time according to the needs of the organisation. This document will be reviewed in consultation with the post holder as the role and services provided by the organisation develop.

Demelza is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.

Employees are required to attend mandatory training as required by their role. Employees are expected to make reasonable efforts attend and engage in development training as part of their role within Demelza. Training may be delivered through a variety of on site and off site methods.

All employees are required to participate in staff performance reviews and supervision and to make all reasonable efforts to attend training and staff development as identified and agreed.

Employees must take the initiative to actively seek out training updates required for their role and for mandatory training, within training expiry time frames. Employees can find their current training records on the HR Database.

ISSUE DATE: September 2020

REVIEW DATE: September 2021

VERSION NUMBER: 1