



JOB PROFILE

JOB TITLE:	Communications Manager
SALARY:	£30,000 - £37,000 (depending on experience)
CONTRACT:	Permanent Full Time
LOCATION:	London (Office based with some home working)
REPORTING TO:	Senior Marketing and Communications Manager
DIRECT REPORTS:	Team of 5 – Communications Officer, Media Officer, Digital Marketing Communications Co-ordinator, Digital Content Officer, Senior Web Development Co-ordinator (part-time)

Main purpose of position

The Communications Manager manages the delivery of Children with Cancer UK's communications plan across all channels and functions. The overall aim of their activity is raise awareness of Children with Cancer UK's lifesaving research programmes, our welfare projects and highlight the need for support working in collaboration with the fundraising teams.

Our Vision

Our vision is of a world where no child dies of cancer.

Since we were inaugurated in 1988, we have been dedicated to fighting the injustice of cancer in children. We raise and invest money for vital specialist research to save the life of every child with cancer and keep their family together.

By liberating visionary researchers and accelerating breakthroughs we have helped to drive childhood cancer survival rates up from 63.7% in 1990 to a predicted 84%* in 2017.

We also support families whose lives have been turned upside down by:

- helping to fund the building of free patient and family homes near hospitals around the UK;
- supporting charities offering financial assistance to families during treatment;
- giving children and families unforgettable days out – creating memories that can never be lost.

* Survival rates are based on 5 year survival. The 84% figure for 2017 is an estimated figure by the Office of National Statistics, exact figures will be known in 2023

Children with Cancer UK (the Charity) is the leading national children's charity dedicated to the fight against childhood cancer. Our aims are to determine the causes, find cures, improve treatments and provide care for children with cancer.

Key priorities and relationships

- To raise and maximise awareness of Children with Cancer UK's life-saving research programmes and welfare projects

- To deliver the communications strategy across the mix of communications disciplines including: media and public relations, celebrity management, internal communications, brand marketing, digital and social media and production of materials
- To utilise communications expertise to add value to fundraising activities
- To ensure campaigns are run smoothly and deliver excellent results
- To contribute to the Children with Cancer UK Communications strategy
- To lead and develop the communications team including: Media Officer, Communications Officer, Digital Content Officer, Digital Marketing Communications Co-ordinator and Senior Web Development Co-Ordinator (part time)

Duties and Key relationships

Brand

- To act as guardian of the brand and image, working across the organisation to ensure this is adhered to and is consistent in all communications
- Work with the Senior Marketing and Communications Manager, creative agency and consultants to develop toolkits to be used by staff across all teams
- Lead on creative production of all marketing and fundraising materials and key publications including Annual Review
- Work with Fundraising teams to regularly review the style, structure and content of all documentation and promotional marketing materials
- Work with the fundraising teams to ensure their campaigns are optimised and integrated across all channels.

Digital

- Take responsibility for the development and management of the website
- Make improvements to functionality of the website, maximising its potential and monitoring its performance working in collaboration with fundraising teams and other stakeholders
- Ensure the delivery and generation of content across all digital channels is to of an excellent standard
- Utilise measuring tools to keep track of activities and inform decisions

Publicity and media

- Work closely with our PR agency to increase the organisation's profile and reputation across media, and with influencers and other key stakeholders
- Develop relationships with target media representatives
- Ensure press releases, articles and statements are written to a high quality and have a consistent message across all media outputs
- Respond to requests from the press for comments, views and supporting information and maximise further opportunities
- Supervise and advise other members of the press team in their drafting of communications plans and statements
- Increase the number of Children with Cancer UK ambassadors to help build brand awareness across all channels and amongst influencers

Budget

- Manage and monitor annual communications budget

Other

- Deputise for the Senior Marketing and Communications Manager when necessary

Personal Specification

Criteria	Essential	Desirable	How assessed
Skills / Abilities	<ul style="list-style-type: none"> • Excellent command of written and spoken English • Driven • Creative • Numerate • Good experience of MS Office • Good team player • Ability to work with people at all levels of an organisation • Capable of working to multiple deadlines with minimal supervision • Ability to work on their own initiative • Organisation skills • Enthusiastic 		Application and interview
Qualifications, training and education	<ul style="list-style-type: none"> • Degree level education or equivalent level of work experience 		Application
Experience	<ul style="list-style-type: none"> • Management experience of a Communications team • Good level of experience and understanding dealing with brand and corporate identity • Experience working with agencies • Media and print production including scheduling • Detailed knowledge of digital marketing, analytics tools and email marketing • Experience of managing budgets 		Application and interview
Other requirements			

This job description outlines the current main responsibilities of the post. However the duties of the post may change and develop over time and this job description may, therefore be amended in consultation with the post holder. To gain the knowledge and experience required, the post holder will be expected to remain in their current position following a successful probationary period for between 6-9 months.