



Children with Cancer UK  
Candidate Pack



Registered Charity Number: 298405  
Company limited by guarantee, Number: 4960054

### **Job description**

<b>Job title:</b>	Head of Marketing and Communications
<b>Contract:</b>	12 months FTC (Maternity Cover)
<b>Location:</b>	Hybrid – Minimum of 3 days a week working in the office (21-27 Lamb's Conduit Street, London, WC1N 3NL) and 2 days working from home
<b>Reporting to:</b>	CEO
<b>Direct reports:</b>	Marketing and Communications Manager
<b>Salary range:</b>	Competitive salary

### **Role**

To lead and deliver strategic marketing and communications across all platforms, enhancing awareness of Children with Cancer UK and engaging with key audiences. This role will oversee brand development, media relations, and integrated campaigns — driving visibility, supporter growth, and organisational impact.

### **Children with Cancer UK**

Our vision is a world where every child and young person survives their cancer diagnosis.

We are the leading childhood cancer charity in the UK, supporting families and childhood cancer research since 1988. Over the last 35 years, we've developed kinder treatments, improved public and scientific understanding of childhood cancer and raised over £300 million. Our mission is to improve survival rates and the quality of survival in young cancer patients and to find ways to prevent cancer in the future.

## **Key responsibilities**

### **Strategy and Planning**

1. Develop and implement an integrated Marketing and Communications strategy aligned with the development of our new organisational strategy.
2. Expand our reach to and build our profile to attract new audiences whilst strengthening engagement with existing supporters.
3. Work with colleagues to enable the impact of research and welfare activities achieved with charitable income.
4. Contribute to cross-functional planning and strategic decision-making as part of the Senior Leadership Team.

### **Leadership**

1. Lead, manage and support the Marketing and Communications Team to achieve individual developmental goals alongside team objectives.
2. Oversee delivery of integrated campaigns across marketing, digital, media, and PR.
3. Ensure cross-organisational campaigns integrate communications and fundraising activities for key brand moments like Childhood Cancer Awareness Month.
4. Ensure feedback loops are closed, celebrating the contribution of different functions to the charity's successes.
5. Build and manage effective relationships with our external agencies ensuring accountability, value for money, and high-quality output that supports organisational goals.
6. Identify and monitor strategic organisational risks and ensure risks are mitigated against.

### **Brand Leadership**

- Provide direction on the evolution of our brand in line with strategic priorities.
- Promote a culture of data driven decision-making through reporting, media monitoring and social listening.
- Ensure all audience-facing activities across departments are aligned, providing a joined-up audience experience.

### **PR Communications and stakeholder management**

- Provide strategic leadership on PR and media relations ensuring all opportunities are optimised and consistency in messaging across all media outputs.
- Ensure all internal and external communications promote Children with Cancer UK as a credible, authoritative and respected charity.
- Represent the charity externally with partners, stakeholders and media.

### **Digital Marketing**

1. Oversee and drive substantial growth on our digital channels, including website, social media, email marketing and PPC.
2. Ensure campaigns are optimised and supported by effective review processes and systems.

### **Budget**

1. Responsible for the departmental yearly expenditure of c £1m
2. To set and manage departmental expenditure budgets
3. Deliver top level KPI reporting to inform strategic decisions including brand performance, PR mentions and ROI tracking.
4. Report performance progress against objectives and KPIs to the Board of Trustees.

### **Additional Responsibilities**

1. Any other reasonable duties as directed by the CEO

## Person Specification

	Essential	Desirable
<b>Experience</b>	<ul style="list-style-type: none"><li>• Proven leadership of a communications team</li><li>• Experience in brand and identity management</li><li>• Agency collaboration</li><li>• Media and print production</li><li>• Budget management</li></ul>	
<b>Skills &amp; Abilities</b>	<ul style="list-style-type: none"><li>• Excellent written and verbal communication</li><li>• Creative and driven</li><li>• Numerate and organised</li><li>• Strong interpersonal skills</li><li>• Proficient in MS Office</li><li>• Team-oriented and enthusiastic</li></ul>	
<b>Other attributes</b>	<ul style="list-style-type: none"><li>• Strong team player</li><li>• Able to work collaboratively as part of a team and contribute to a positive working environment and culture</li><li>• Creative and innovative</li></ul>	

Please note: If you don't match all of our essential criteria, but have other relevant experiences and skills, please do apply. We would love to hear from you.

### Other information

At Children with Cancer UK, we value diversity, and we are committed to creating an inclusive culture where everyone is able to be themselves and to reach their full potential. The statements are not intended to be construed as an exhaustive list of all duties, responsibilities and skills required for this position.

### How to apply

To apply please email your CV and cover letter to [hr@childrenwithcancer.org.uk](mailto:hr@childrenwithcancer.org.uk) and state the title of the role you are applying for in the subject line.

Deadline: 5<sup>th</sup> September