



Senior Media & Communications Manager

Candidate Briefing Pack





Dear Candidate

Thank you for your interest in becoming a Senior Media and Communications Manager at The Children's Trust.

The Children's Trust is the UK's leading charity for children with brain injury and neurodisability. We provide a range of rehabilitation, education, care, and community services to children and young people from across the UK with acquired brain injury (ABI), neurodisability and complex needs.

As a Senior Media and Communications Manager, you will report to the Head of Marketing and Communications. Your role will be to support the team to deliver highly effective internal and external communications, across all channels which reflect the organisational objectives and strategy.

You will be a natural and enthusiastic leader, able to support a high-performing team.

This is a chance for an outstanding candidate to make a significant and lasting difference to the lives of thousands of children and families.

Kind regards

A handwritten signature in black ink, appearing to read 'M Martin'.

Michelle Martin
Director of Fundraising and Communications.



The Charity

The Children's Trust is the UK's leading charity for children with brain injury and neurodisability.

The charity provides rehabilitation, medical care, special education, community services and expert information.

Our key services are:

- Rehabilitation for children with Acquired Brain Injury (ABI)
- A non-maintained special school, with associated residential houses for children with complex education, health, therapy and care needs
- Online information and support via our Bumps Happen hub and publications.

Our residential services based at our national specialist centre in Tadworth, Surrey, work in partnership with the NHS and local authorities to provide a step-down pathway of care between hospital and home. The centre is entirely child and family focused to ensure that their needs are appropriately supported.

In the community, we provide clinical support to complement local services and give children and young people with brain injury the best chance of succeeding at home and in school.

We are the only paediatric centre with a national specialised commissioning contract (through NHS England) to provide brain injury rehabilitation for children with severe brain injury. Our other services are funded through local health commissioners (such as clinical commissioning groups), social care and education authorities,

together with the millions raised through voluntary fundraising.

Thanks to the generosity of The Children's Trust's supporters, our 24 acre Tadworth site features a modern hydrotherapy pool, accommodation for parents, specially adapted equipment, a nature trail and soft play areas.

We run a non-maintained special school for children with complex education, health, therapy and care needs with associated residential houses. The Children's Trust School supports children and young people from 2 - 19 years old and is dual-registered with the Care Quality Commission (the school residential houses) and Ofsted Education.

The Children's Trust is a charitable organisation with approximately 500 committed staff and over 1,000 volunteers with a range of expertise across nursing and care, education, therapy, retail, operations and centralised support functions such as finance, HR, fundraising and communications.





Description

| | |
|------------------------|---|
| Job Title | Senior Media and Communications Manager |
| Reports to | Head of Marketing and Communications |
| Direct reports | Marketing and Communications Officer |
| Level | Manager |
| Location | Tadworth, Surrey |
| Salary | £43,000 - £46,000 per annum (dependent upon experience) |
| Hours of Work | 37.5hrs per week |
| Working Pattern | The role requires flexibility in terms of hours of work, including the ability for the postholder to be flexible to support events and media activity outside of working hours which includes being part of an agreed out of hours press on call rota. |
| Hybrid Working | Available for this role, 60 – 40 split with 60% being office based on site. This is a non-contractual informal arrangement; the role holder must be flexible and may be asked to change days to come into the office. Anything outside of this is considered flexible working e.g. fixed day working from home. |
| DBS | Enhanced with Children’s Barred List |

Job Purpose

The Senior Media and Communications Manager role is a key role in the marketing and communications team in supporting the team to deliver highly effective internal and external communications, across all channels which reflect the organisational objectives and strategy. The role will work with the Head of Marketing and Communications to develop and implement the marketing and communications strategy which builds awareness and drives engagement for The Children’s Trust amongst our target audiences.

The Marketing and Communications department is part of the overall Fundraising, Retail and Communications directorate and plays a key role in supporting activities which drive voluntary and statutory income.

The team is also responsible for working closely with wider directorates of the organisation, supporting the marketing and communications activities of the wider organisation, including (and not limited to) Business Development, The Children’s Trust School and therapy teams.



As an integral part of the marketing and communications team, the senior media and communications manager will work with the Head of Marketing and Communications Managers across the department to coordinate and plan the work of the marketing and communications function.

Duties and Responsibilities

Marketing and Communications Management

- Providing exceptional line management and support to wider members of the marketing and communications department
- Work alongside the Head of Marketing and Communications, the Senior Marketing Manager, and Digital manager to motivate the team; monitoring capacity and ensuring projects are delivered on time to a high standard
- Monitoring and evaluation to demonstrate the impact of the team's work
- Deliver highly effective project management strategies to ensure projects and campaigns are delivered to a high standard
- Develop strong relationships, internally and externally, and role modelling this to wider members of the department and the directorate

External Communications

- Lead the day-to-day running of The Children's Trust press office function, including being part of an out-of-hours on call press office rota during key periods
- Lead a programme of proactive public relations and communications campaigns across a range of media channels, driving awareness for the charity to target audiences
- Support the Head of Marketing and Communications with issues and reputation management, executing sound judgement and remaining calm under pressure. Help to quickly develop appropriate strategies for responding to a wide range of issues and incidents, whilst liaising with other stakeholders to create and publish the required collateral
- Support Marketing and Communications Officer by overseeing the management of all social channels, working closely with the Senior Marketing Manager. This includes the planning, reviewing and publishing of a steady flow of content, whilst ensuring we engage with and grow our communities
- Lead a programme for celebrity / ambassador / influencer engagement, building relationships and maximising the opportunities to leverage the influence of public figures to raise awareness of the charity's work



Fundraising Communications / Income Generation Communications

- Work with fundraising and retail colleagues within the directorate to plan, execute and evaluate communications campaigns which supports income generation, in line with the fundraising objectives of the charity
- Business Development – working with the team to plan and implement campaigns which support the business development objectives of the charity, to promote support the department with its stakeholder engagement to professionals and parents

Internal Communications

- Being part of a core team to plan and implement an internal communications programme across the charity
- Ensuring messages and information is developed and shared appropriately across the organisation
- Monitoring key issues and providing guidance and counsel on staff engagement and communications

Consistency of Brand and Messaging, content and story gathering

- Drive consistent use of The Children’s Trust key messages across all communications channels
- Keep style guidelines updated and refreshed on a regular basis
- Ensure communications collateral is regularly updated, particularly where children and families feature, ensuring it is in line with the charity’s consent process
- Work with the creative team to ensure brand guidelines are refreshed and updated and that there are toolkits and templates available to wider staff
- Build relationships with staff, volunteers and families, telling the stories of The Children’s Trust, to be delivered through a number of channels and who can, alongside celebrities, become ambassadors for the charity
- Project manage and lead on the creation and production of key reports e.g. Quality Report, Annual Report

Management of self and others

- Ensure that those that reporting to you are motivated to achieve optimum performance for themselves and the organisation in line with The Children’s Trust policies and procedures, standards, goals and strategies
- Maintain a positive environment; set individual objectives and complete personal development reviews for line reports



- Communicate The Children's Trust strategies and policies to staff; including coaching, training and developing them, whilst ensuring that they receive regular performance and development reviews
- Adhere to the policies and procedures of The Children's Trust
- Maintain professional boundaries and professionalism at all times
- To undertake other or additional duties that are within your skills and abilities, as the organisation may reasonably require from time to time

Professionalism

- Takes action and raises concerns
- Adhere to the policies and procedures of The Children's Trust.
- Maintain professional boundaries and professionalism at all times
- Committed to demonstrating the organisations values and behaviours at all times

Health and Safety

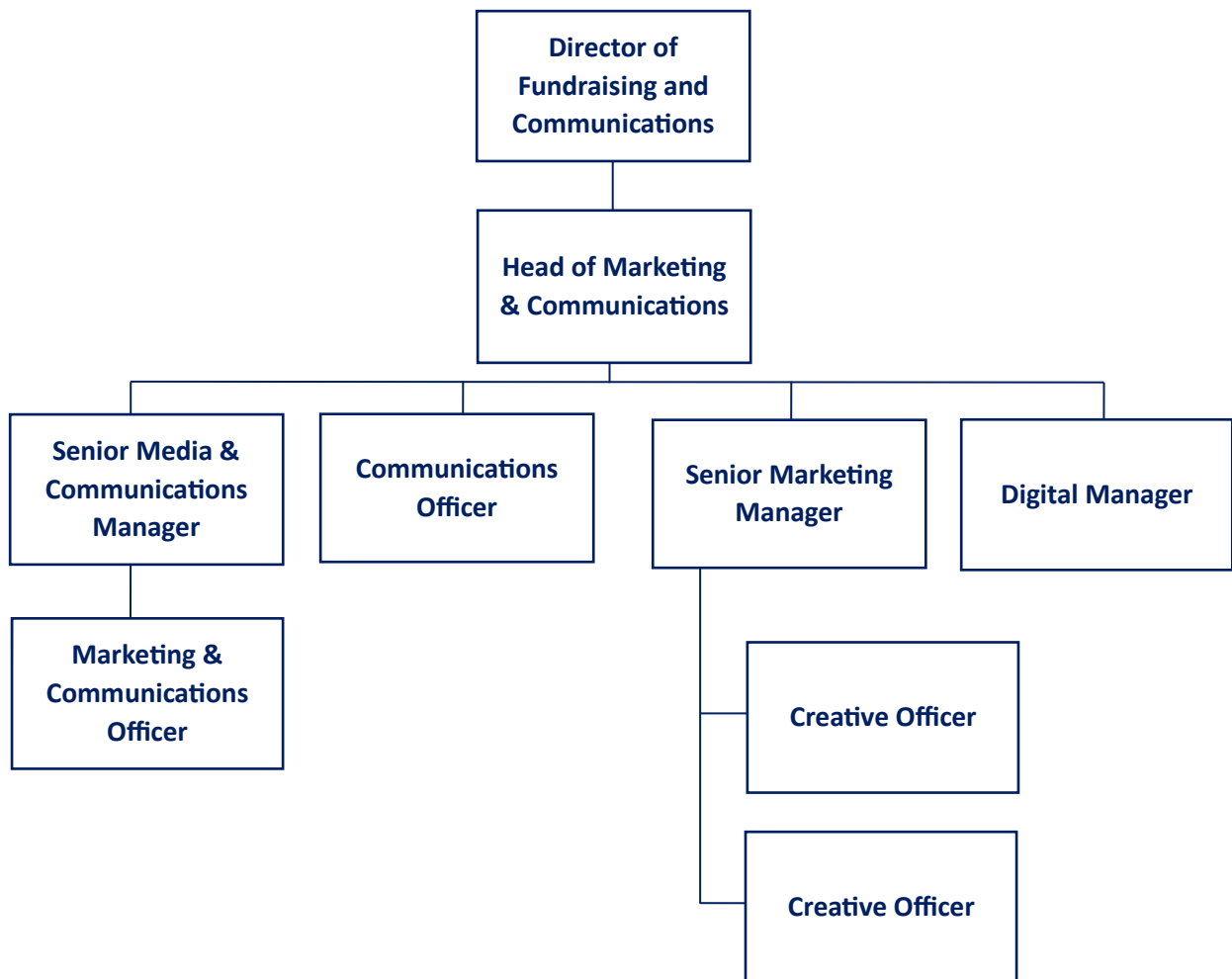
- Adheres to all Health and Safety guidelines, principles and regulations to perform your role and comply with The Children's Trust policies and procedures.
- Provide evidence of all vaccinations (or medical exemption) required for the post.
- Adhere to manual handling procedures and complete mandatory manual handling training.
- Promotes the health and safety of others.
- Uses the incident reporting and risk assessment system (IRAR), to identify and report risks and incidents/actions if directed.
- Responsible for identifying and mitigating risk within the work environment.

Wellbeing and Emotional Resilience

- Maintains a positive approach and outlook when dealing with change and overcoming challenges and problems.
- Recognises own limitations, develops realistic goals, and uses support network resource when or if necessary.
- Treats challenges and problems as a learning experience.
- Remains organised and focused when under pressure.
- Responds appropriately and effectively to all constructive feedback.
- Motivates self and other.



Organisation and Structure





Person Specification

| Selection Criteria: | | Essential / Desirable |
|---------------------------------------|---|--|
| Education & Qualifications | <ul style="list-style-type: none"> Educated to degree level or equivalent experience Professional qualification | Desirable |
| Experience | <ul style="list-style-type: none"> Media Relations and Issues Management Project Management, particularly in fundraising/income generation communications Internal and External Stakeholder Management Experience of working with families and young people, in a particularly sensitive nature and/or difficult environment Experience of story telling, developing relationships with beneficiaries as ambassadors and managing case studies process and development Experience of people management Celebrity/influencer management experience Professional experience of social media and digital communications and/or marketing | Essential Essential Essential Desirable Essential Essential Desirable Essential |
| Skills & Abilities | <ul style="list-style-type: none"> Excellent written and verbal communication skills Strong interpersonal skills with the ability to build solid relationships with both internal and external stakeholders Ability to work under pressure in a resilient and flexible manner Able to conduct research/canvass the views of others, extracting insight and presenting findings Strong project and time management skills | All Essential |
| Knowledge | <ul style="list-style-type: none"> MS Office suite Database experience Media databases e.g. Media Agility Knowledge of compliance, legal and regulatory requirements relating to case studies and consent, e.g. GDPR | Essential Desirable Desirable Desirable |
| Personal Qualities | <ul style="list-style-type: none"> Commitment to the vision and values of The Children's Trust. Flexible and 'can do' attitude to competing commitments in workload. Ability to cope working in a demanding environment. | All Essential |



Safeguarding

The Children's Trust is committed to safeguarding and promoting the welfare of children and young people. To achieve our commitment, we will ensure continuous development and improvement of robust safeguarding processes and procedures that promote a culture of safeguarding amongst our workforce.

The Children's Trust has policies on safer recruitment, the recruitment of ex-offenders and criminal record checks. Please refer to the People Team for further information. It is an offence to apply for a role in regulated activity with children and young people if the applicant is barred from engaging in regulated activity relevant to children and vulnerable adults.

Equity, diversity & Inclusion

The Children's Trust is committed to achieving equity, diversity and inclusion (EDI) across all levels of the organisation. For further information, see: <https://www.thechildrenstrust.org.uk/about/statement-equity-diversity-inclusion>
To help us achieve our ambition to give children and young people with brain injury and neurodisability the opportunity to live the best life possible, we want to accurately reflect the UK's diverse population. We want equity, diversity and inclusion to be at the heart of everything we do, and our people, services and culture to reflect the diverse needs of all. Through our diversity and inclusion strategy, we have made a commitment to increase the diversity of our charity and create an inclusive culture. We have networks across the organisation working to ensure that these aims are met -

including an LGBTQIA2S+ group, Ethnic Diversity Group, and Spark – our broad EDI group. [Read more about our EDI work](#)

We welcome applications from all who share our ambition regardless of background. We will strive to ensure that any reasonable adjustments are made in respect of interview and working arrangements.

Our Promises

Our Promises capture our strengths and aspirations. They guide the way we act, interact and come together to achieve our goals. The journey we took to reach our Promises has been an important one. A highly collaborative and iterative process that has seen each word shaped by our people – our volunteers, employees, partners, trustees, and suppliers. Perhaps most importantly, at the core of this process are our children, young people, and their families. This journey has given us a critical opportunity to give children and young people a voice. As a result, our Promises have been genuinely enriched by them. That's because how we work and carry out our role is as important as what we do, and that's why as part of The Children's Trust, we all need to live by our five Promises.

