

AUDIENCE ENGAGEMENT PROJECT MANAGER 12/18 MONTH FTC

Reporting to:	Head of Projects and Planning, Dotted line into Senior Audience Engagement Manager
Direct reports:	None
Hours:	35 hours/week
Location:	Home based with regular travel to London and Bristol offices
Date:	October 2023

Background

When a child or young person is diagnosed with cancer, their whole world (and their family's) can feel like it's falling apart. They need special treatment because their cancer is different to adults', they can only be treated in certain hospitals, and they often travel miles and miles to get there.

The impact of cancer on young lives is far more than medical. Their anxieties are deep. Their education, mental health and social life suffer. Their future feels very uncertain.

Young Lives vs Cancer is the only charity in the UK with social workers who dedicate their time to provide tailored psychosocial support to children and young people with cancer, and their families.

We stop at nothing to make their voices heard and their unique needs understood, so they can get the right care and support at the right time.

Purpose of the role

As the Audience Engagement Project Manager, you will play a pivotal role in the delivery of our new audience engagement programme. We want to improve the experience supporters have with us, maximise value and income so that we can support more children and young people living with cancer, and their families.

You will use your excellent knowledge of project management frameworks, financial acumen and sound understanding of marketing strategy to ensure the smooth running of the programme and deliver results.

This is a varied role, bringing teams together, acting as a conduit between different parts of the organisation and embedding integrated audience-led planning across the charity.

Main responsibilities

Project management

- Responsible for project management including designing project plans and supporting documentation, managing project sponsors, allocating and managing resources, monitoring

budgets, developing communications, corporate reporting and evaluating the success of the project.

- Work with internal and external stakeholders to deliver and then embed project deliverables.
- Continually review and identify risks, assess and mitigate them. Escalate risks and issues as appropriate to the project sponsor and recommend and lead on remedial action as required.
- Build robust evidence bases to ensure the project is meeting identified needs and gaps and designs robust controls, monitoring and evaluation tools to measure the success of the project.
- Report to project sponsor and stakeholders on a regular basis
- Use learning from evaluations of existing and past projects to continually improve project management and planning skills and expertise across teams.

Audience engagement and journey planning

- Work with relevant teams to ensure we have a consistent approach to supporter experience and consent.
- Champion an audience-led approach to all activity, identifying opportunities for alignment and cross-sell
- Identify, highlight and communicate legitimate opportunities for further innovation and sustainable improvement.

Gift Aid

- Maximise Gift Aid income and ensure full regulation compliance for designated area of work by identifying opportunity, responding to regulation changes or recommendations, implementing quality control and supporting and developing colleagues.

Influencing and relationships

- Foster collaborative cross-functional working relationships and work with others in designing projects.
- Gain and maintain engagement with a range of stakeholders both within and outside of the organisation and across levels of seniority.
- Maintain open lines of communication with members of various simultaneous projects during implementation in an effort to ensure cross-departmental collaboration and support.
- Facilitate and/or co-facilitate workshops and meetings as appropriate to capture the input and insight of internal and external stakeholders.
- Share project management expertise within the organisation and be an ambassador for Young Lives vs Cancer's project management frameworks.

General responsibilities

Everyone working for Young Lives vs Cancer at every level must:

- Make safeguarding children, young people and vulnerable young adults a priority.
- Adhere to the Young Lives vs Cancer Equal Opportunities policy in all activities and to actively promote equality of opportunity wherever possible.
- Take care of your own health and safety and that of others.
- Treat information and data professionally, using it only for the purposes that Young Lives vs Cancer has said we would; respecting the confidentiality and privacy of our supporters, clients and staff and taking active steps to keep data secure and to dispose of data when it is legally required.
- Treat your colleagues with respect and ensure that you are sensitive to and adjust any behaviours that colleagues have indicated, reasonably, they find unacceptable.

- Meet the expectations arising from Young Lives vs Cancer's risk management policies and approaches.

This means that in your role you must:

- Accept that you are personally responsible and accountable for ensuring you understand these policies and procedures as well as Young Lives vs Cancer regulation and best practice.
- Take active steps to do so and make sure that this is a priority in your daily work.
- Attend any briefings and training to help you do so and co-operate with your manager.

Demonstrate that Young Lives vs Cancer's values are at the heart of everything you do: you are brave; you are confident; you have integrity; and together, across all levels and with our external partners, we are one team.

This post may involve travel to other locations, with occasional overnight stays. The responsibilities of this post and reporting structure will be periodically reviewed.

Working relationships

Internal

- All teams across the organisation, particularly Income Generation, Insight, Services and Technology
- Senior stakeholders including the Income Leadership Team, Leadership Forum and Executive team
- Head of Strategy and Planning for Income Generation

External

- Marketing, digital and data agencies

Person specification

Experience

- Strong knowledge of agile project management methods and how to apply them
- Developing project success criteria and definitions to ensure value
- Project outcome measurement
- Planning and process management
- Leading and delivering complex projects across multi-disciplinary teams
- Delivering projects through dispersed teams
- Evaluating income generating projects
- Presenting complex information to a range of stakeholders, able to bring people along with you to make key decisions
- Initiating and managing stakeholder relationships in order to effectively deliver cross-functional projects and programmes.

Knowledge, skills and abilities

- Impact-focused and highly analytical
- A confident collaborator, able to influence and build positive working relationships at senior level
- Proven ability to think creatively with significant experience of encouraging innovation amongst colleagues with demonstrable results.

- Strong problem solving and decision-making skills with a good mix of evidence-based decisions balanced with pragmatism and innovation.
- Ability to be flexible, work effectively under pressure and successfully manage multiple projects and conflicting priorities
- You identify and celebrate success in your team and embrace virtual approaches to working together
- Passion for working in a creative environment, drawing on insight and the external environment to inspire teams
- Confident presenting to senior stakeholders
- Financially astute, numerate and analytical, able to interpret financial information and to provide reporting and analysis.
- Strong strategic and planning skills. Ability to develop and communicate complex plans.
- Strong skills across strategic marketing planning and knowledge of digital marketing best practise
- Good knowledge of email platforms and data capture
- Understanding of audience segmentation and how to use this to develop effective marketing activity
- Understanding of the principles and practises of customer relationship management, journey development and audience listening techniques