

Job description

Communications Planning Manager

Reporting to:	Head of Marketing and Communications
Staff responsibility:	None
Salary:	£37,200 per annum, plus London weighting if applicable. Contributory pension scheme.
Location:	London hybrid or remote (home based) with the expectation the postholder with travel approx. once a month for in-person meetings, for which reasonable travel expenses will be reimbursed in line with our expenses policy.
Holiday entitlement:	27 days plus three discretionary days between Christmas and New Year and statutory holidays
Terms and conditions:	Fixed term contract to 31 August 2025 (maternity cover). Full time, 35 hours a week. The post holder may be required to work some evenings and weekends for which time off in lieu (TOIL) will be given in line with the charity's policy.

About Bowel Cancer UK

We're the UK's leading bowel cancer charity. We're determined to save lives and improve the quality of life of everyone affected by bowel cancer. We support and fund targeted research, provide expert information and support to patients and their families, educate the public and professionals about the disease and campaign for early diagnosis and access to best treatment and care.

We employ around 90 staff based in England, Scotland, Wales and Northern Ireland. Thanks to the generosity of our community, we're in a privileged position to be able to grow our staff team to deliver our ambitious strategy, [On a Mission](#). There are huge challenges facing bowel

cancer patients across the UK and our community needs us now more than ever. We're building a strong and united team to bring us closer to a future where nobody dies of bowel cancer.

Job summary

The Communications Planning Manager leads the organisation's internal and external communication planning and is the key partner and first point of contact for colleagues briefing in marketing and communication activities.

You'll lead the organisation's internal and external communications planning, including an organisation wide communications calendar. You'll work with colleagues to define their goals, understand their audiences, develop a great communications brief and then help deliver their campaign by coordinating resources and expertise from across the Marketing and Communications team. The projects are varied and you'll work across fundraising, campaigning, policy and influencing, research, patient services, healthcare professionals and corporate partnerships. You'll also lead how we communicate with our own internal staff team.

Equally comfortable working with internal and external audiences, you'll be a strategic thinker and a communications all-rounder. With an understanding of how press and PR, social media, web, email, brand, content and internal communications all contribute to a great communications campaign. You'll have excellent communication planning skills and a talent for building relationships with colleagues and partners at all levels.

Main responsibilities

- Lead the organisation's internal and external communications planning, including managing an organisation wide communications calendar
- Lead the planning and implementation of the organisation's internal communications activities, working with senior leadership and colleagues from Communications, HR and across the organisation
- Provide communications planning advice to colleagues, from understanding their objectives and audiences, to writing a great communications brief, to implementing and

evaluating their project

- Keep up to date with the latest trends and developments in marketing and communications, and lead activities to share ideas and inspire innovation
- Carry out other duties as required
- Have fun and challenge yourself at work, model the charity's values and abide by our policies and practices

Person specification

Qualifications and experience

- Broad understanding of communication across a range of disciplines, and how different communication channels and techniques work together in an integrated campaign
- Experience of communications planning across a variety of channels and formats, including digital and offline, in paid/earned/shared/owned media
- Experience of working across both internal and external communications is desirable
- Experience of designing and implementing new processes, changing practice and supporting colleagues to adopt new ways of working
- Experience of working for a charity or not for profit (healthcare sector experience is desirable)

Knowledge, skills and abilities

- Strong planning, project management and organisational skills
- Understanding of audience insight
- Strategic thinker
- Ability to manage a busy workload and keep on top of multiple projects

- Ability to work under pressure and to tight deadlines to a high standard
- Ability to use own initiative

Personal qualities

- Committed to best practice; interested in keeping up with what's going on in the sector (charity sector and communications more broadly)
- Willingness to develop new skills and contribute to initiatives to share ideas
- Excellent interpersonal skills, ability to build effective working relationships both internally and externally and to influence and bring together a range of stakeholders
- Sensitive and empathetic when liaising with supporters, patients and their families
- A strong commitment to the work of the charity and empathy with the experiences of people affected by bowel cancer

Safeguarding

Safeguarding is everyone's responsibility and we're committed to safeguarding children, young people and vulnerable adults and we expect all staff and volunteers to share this commitment.

Successful candidates may be subject to either a satisfactory, basic or enhanced disclosure from the Disclosure and Barring Service (DBS - UK), (PVG – Scotland) or Access (NI) dependent upon the role. There is no cost to you and will be processed on your behalf.