



COMMUNICATIONS MANAGER (MARKETING & CAMPAIGNS) - JOB DESCRIPTION

To lead a team of marketing and communications specialists in the delivery of communications support to stakeholders from across the three hospices. You'll take pride in delivering excellent customer service while ensuring your team's activity is prioritised and in line with organisational objectives.

You'll have the ability to build strong relationships with stakeholders; listening, understanding and applying your communications expertise to ensure that you and your team are delivering high quality marketing and communications services that meet the organisation's needs.

Alongside the Head of Marketing & Communications, you'll play a key role in planning and prioritisation for the wider Comms team, using your detailed stakeholder understanding, audience insight and market research to inform team plans.

What you'll do:

Principal duties and responsibilities

- With the support of the marketing and campaigns team, to deliver and manage key marketing and communications projects, campaigns and activity from inception to completion, across all available channels.
- Provide line management for the Account Executives and Marketing Manager.
- Lead the Account Executives in supporting stakeholders from across the three hospices with their communications needs, ranging from campaign planning and execution to supporter communications, patient information and ad hoc requests.
- Take, develop and interrogate marketing and communications briefs from colleagues across the hospices, supporting the Account Executives with delivery against these briefs, planning resources and identifying pinch points.
- Devise, develop and maintain briefing and delivery processes to ensure the efficient and effective running of the team.
- Meet regularly with key department managers, building strong relationships and developing schedules for projects and activity.
- Support the Head of Communications and Marketing with the annual and ongoing planning cycle, to ensure a clear overview of activity across the wider team.



- Manage your own portfolio of internal stakeholders, with a particular focus on senior colleagues, higher-risk or complex activity.
- With the support of the Marketing Manager, build and maintain our market research and audience insight that supports the Account Executives and wider Marketing & Communications team in their delivery of appropriate strategies and messaging.
- Provide strategic and tactical support as needed for any marketing or campaigns activity across the organisation.
- Work alongside the other Communications Managers and facilitate cross-working between teams to ensure an integrated approach to all activity.
- Deputise for the Head of Marketing & Communications as needed.

What you'll bring:

Knowledge (Education & Related Experience)

- Excellent interpersonal skills, with the ability to build relationships with key stakeholders and act as an expert communications advisor, building trust and providing a high standard of customer service.
- The ability to understand organisational priorities and how our communications activity can support this.
- Experience of strategic communications planning and timelines.
- The ability to write high quality copy on a variety of subjects and styles and for a range of media/channels, such as patient information, hard-hitting stories, engaging social content and fundraising marketing materials.
- Experience of project and scheduling management within a charity communications or agency team.
- Excellent attention to detail.
- Experience of taking, developing and understanding marketing briefs with the ability to deliver communications strategies and tactics that meet these needs.
- A solid, broad understanding of the marketing mix and all available communications channels (including offline and digital; owned, earned and paid), with the ability to select and apply appropriate tactics for our audiences and objectives.
- Proven experience of meeting deadlines and achieving targets, sometimes at fast pace.
- An understanding of the role of market research and audience insight in planning and delivery.
- Line management experience.
- Full driver's licence.



The details:

The role reports to: **Head of Marketing & Communications**

The contract is: **Permanent**

The hours are: **37.5 hours per week** – there will be the occasional evening and weekend working for which Time Off in Lieu will be given

This role is hybrid and will be based across our three hospice sites: St Barnabas House in Worthing, Chestnut Tree House in Angmering and Martlets in Hove. The proportion of time spent at the above sites will be agreed with your line manager.

OTHER DUTIES

To undertake any other duty within your ability and within reason, as may be required from time to time, at the direction of your line manager.

ASSISTANCE

The Hospice has the advantage of being supported by a number of volunteers. If a volunteer is assigned to assist you at any time, you will still retain responsibility for the requirements of this job in terms of accuracy, efficiency and standards of completion. You will also ensure good communication and be mindful of your responsibility towards that volunteer in terms of Health and Safety.

CONFIDENTIALITY

You should be aware of the confidential nature of the Hospice environment and/or your role. Any matters of a confidential nature, relating to patients, carers, relatives, staff or volunteers must not be divulged to any unauthorised person.

DATA PROTECTION

You should make yourself aware of the requirements of the Data Protection Act and follow local codes of practice to ensure appropriate action is taken to safeguard confidential information.

HEALTH AND SAFETY

You are required to take reasonable care for your own health and safety and that of others who may be affected by your acts or omissions, and you should ensure that statutory regulations, policies, codes of practice and safety and good house-keeping rules are adhered to, attending safety and fire lectures as required.

SAFEGUARDING

All staff and volunteers are required to be aware of and adhere to St Barnabas Martlets Hospices' safeguarding policies and attend the appropriate training as and when necessary.



JOB DESCRIPTION

This Job Description is not intended to be restrictive and should be taken as the current representation of the nature of the duties involved in your job and needs to be flexible to cope with the changing needs of the job and the Hospice.