

HCCN Communications and Marketing Manager - Role Description

About HCCN	HCCN comprises of the Hunts Community Cancer Nursing team working in partnership with (Hunts Community Cancer Network) HCCN the charity, providing community-based care for people in the Huntingdonshire area who are living with or beyond a cancer diagnosis. HCCN the charity operates as a fully constituted membership charity registered with the Charities Commission.
What we do	<p>HCCN is a charity that supports people from being diagnosed with cancer, receiving treatment and beyond. Our shared goal is to help people back to independence with a renewed sense of self-esteem - "Living your best life-despite cancer".</p> <p>Our vision is to normalise the experience of cancer by providing a place where people can go, as and when they need to, to access therapy, learning and social interaction.</p>
Role Title	HCCN Communications and Marketing Manager
Reporting to	HCCN Operations Manager
Responsible for	<p>The key duties and responsibilities are:</p> <p>Communication Planning and Execution Content development Digital and Social Media Marketing</p> <ul style="list-style-type: none"> ● Creating and implementing a communications plan which promotes our work to a wide range of stakeholders and influencers ● Developing our reputation and public image through local media channels (PR) ● Writing engaging content and telling our story for a range of audiences ● Managing our website, social media platforms and moderating our Facebook groups ● Networking to make connections for raising awareness ● Inspiring and motivating others to get involved
Working pattern	<p>The time commitment is 15 hours per week at the rate of £20 per hour.</p> <p>Working from home and virtually with travel across Huntingdonshire. The nature of this role will require flexibility to meet work needs as they arise.</p>
Overview of the position	<p>This role is at the heart of the charity, raising our profile locally and increasing the awareness of a wider audience. We want someone able to create and lead a sustained campaign of awareness raising across local and wider media.</p> <p>We make a significant difference to improving the lives of local people living with a cancer diagnosis, yet we are a 'hidden gem'. We want to increase support for our charity: raising funds, creating partnerships, attracting volunteers and importantly letting people who are living with a cancer diagnosis know that we are here to support them.</p>

	<p>You will act with integrity and respect. We need you to be confident, proactive, to seek out and listen to what people are doing and want to do.</p> <p>You need to be organised - with an eye for detail - creative – responding positively to what you hear, being innovative as you develop and test ideas.</p> <p>You need to know and care about people with cancer and the issues that affect them.</p>
<p>Key tasks</p>	<ul style="list-style-type: none"> • Develop relevant media contacts to maximise the reach and coverage of communications campaigns • Produce creative copy written for a variety of audience groups • Write press releases in line with campaign launches and key moments • Develop pitches and news stories and other promotional copy • Identify and interview case studies that highlight the impact of cancer on the lives of families; share online and in social media • Research, write and distribute media outreach activities such as press releases, media comments, media briefs, features, blogs and letters to editors • Research, write and distribute our newsletter • Building relationships with a range of partners including NHS, corporates, etc • Attend events
<p>Skills & abilities</p>	<p>Able to operate successfully on-time, on-schedule and within budget</p> <p>Excellent copy writing and proofreading skills, with experience of writing copy for different audiences, purposes and mediums</p> <p>Experience of using Mailchimp and all social media platforms</p> <p>Able to build and maintain relationships to achieve objectives</p> <p>Able to work effectively both independently and collaboratively, with minimal supervision</p> <p>Self-motivated, decisive, with the ability to adapt to change and competing demands</p> <p>Organised and able to pay attention to detail</p>
<p>Education and experience</p>	<ul style="list-style-type: none"> • Strong level of IT literacy and experience, including knowledge of the latest developments in online engagement/digital tools relevant to marketing and communications • Proven track record of managing and delivering impactful projects in a relevant marketing/ communication environment • Professional experience which shows the ability to understand complex subjects and distil key messages to a wider audience • Experience of working with a wide variety of partners to build productive relationships

	<ul style="list-style-type: none">• Know and care about people with cancer and the issues that affect them• Supportive of a diverse and inclusive work environment
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