



**Marie Curie**

**Job Description**

|             |   |
|-------------|---|
| Job title:  | Head of Communications                        |
| Department: | Corporate & Strategic Communications          |
| Location:   | Home based/Hybrid                             |
| Reports to: | Director Corporate & Strategic Communications |
| Grade:      | G   |

**Job Purpose/Summary**

Marie Curie, one of the UK's largest charities, is devoted to providing high quality end of life care for people with all terminal illnesses. We care for people who die at home and at our nine specialist hospices. We also conduct research in end-of-life care.

Everyone will be affected by dying, death and bereavement and deserves the best possible experience, reflecting what's most important to them. Marie Curie will lead in end-of-life experience to make this happen.

In this framework, our strategic Communication department develops and implements the Marie Curie external communications strategy that establishes and consolidates Marie Curie's corporate identity and reputation in a strategic manner amongst the public, communities, media and regulatory arena, in order to boost the charity ability to extends its "product" awareness, services reach, influence across communities, public opinion and regulatory bodies.

Such external communications strategy, identity and reputation is built in alignment with the overall strategy in terms of Services Innovation and Expansion and Systemic Influencing ambitions and objectives and serve as a leverage to facilitate the delivery of such strategic priorities.

**Accountabilities (Duties & Responsibilities)**

- The focus of the role is on developing, implementing and managing our external communications in line with our organisational strategy, ensuring that all our external communications, in collaboration with those across the directorate, initiatives and messaging follow our strategic objectives, our brand's messaging and guidelines and contribute towards a positive brand and organisational reputation. The role's key objective is to help grow and position Marie Curie and its reputation and brand as the leading end of life charity for all, increasing our audience, influence and share of voice.
- Contribute to the Marketing and Communications Strategy that supports the overall Marie Curie Organisational Strategy and allow the organisation to extend its corporate identity, external awareness, reach, reputation and influence over public opinion, relevant communities and regulatory bodies.

- Translate the strategy into proposal for Corporate Communications Plans, Initiatives, Special Interventions and messaging directed at different external stakeholder groups. Review and align these proposals with the Director of Corporate and Strategic Communications.
- Create and lead corporate communications initiatives and messaging to uphold Marie Curie's external communications and organisational reputation, developing key thematic areas and impact messaging to be used across the external stakeholders (public, communities, media and regulatory bodies) and the internal organisation throughout the calendar year so that our external communications are aligned and fully integrated, creating and working to an editorial calendar.
- Together with the Director of Corporate and Strategic Communications and the Head of PR and Media, lead the needed actions and initiatives that will be necessary during potential period of Crisis Communications, developing external comms plans and key messages that will ensure appropriate steering of public opinion, external stakeholder and media.
- Measure the performance of our communications, developing, monitoring and reviewing our key performance indicators so that we can develop and share learnings from our external communications efforts.
- View and sign off on external communications to ensure that they align with our brand messages, tone and guidelines.
- Manage a team of Strategic communications specialists, driving a high performing team in day-to-day external communications; providing coaching, development, advice and support.
- Work with key teams across the organisation to stay abreast of the latest developments and impact Marie Curie is making to ensure our messaging is as impactful as possible. This relationship development and collaboration will be particularly important with the Marketing and Fundraising Teams to ensure cohesion and alignment across both strategic communications, initiatives and messaging.
- Managing 3<sup>rd</sup> Parties and supporting agencies: Building and nurturing key relationships with external communications agencies that may be engaged to support our strategic initiatives, ensuring integrated and cohesive actions.
- Stay informed of sector trends and best practices in order to drive creativity and innovation.

## **About you**

- You are a senior communications professional with experience in communications that work towards reputation protection and the development of new narratives.
- As well as proven communications expertise, you'll need a strong understanding of impact messaging, editorial best practice and driving results within a complex organisation.
- You will be au fait with end-to-end communications plans, narrative and strategy, seeing projects successfully through to implementation and being boldly and consistently results focussed.
- You'll also need to be used to delivering results in an audience focused environment and adept at analysing campaigns.
- The ability to digest data and turn findings into clear actions. A highly effective communicator both written and verbal with the ability to convey complex concepts and manage stakeholder expectations, you are skilled in managing high and varied workloads and you have experience of line managing and leading others.

- You are a self-starter, with energy and passion for helping people and enjoy inspiring others through your leadership and support, creating a high performing culture to ensure successful delivery against organisational objectives. What's more, you enjoy collaborating across teams, thrive on keeping ahead of emerging trends and horizon scanning.

## General

In addition to the specific duties and responsibilities outlined in this job description, all Marie Curie employees should be aware of their specific responsibilities towards the following:

- Marie Curie is committed to encouraging volunteering throughout the organisation and as such the post holder will be expected to support and respect volunteers, and may be asked to work alongside or supervise a volunteer as part of their role whilst working at Marie Curie.
- Marie Curie operates a no-smoking policy. The post holder should either be a non-smoker or be prepared not to smoke in any Charity premises, grounds or vehicles or when on Marie Curie business outside the office.
- Adhere to all health and safety and fire regulations and to co-operate with the Charity in maintaining good standards of health and safety.
- Adhere to all information governance, privacy and security policies, standards, guidelines and procedures; practise and promote secure behaviours
- Adhere to all Marie Curie policies and procedures at all times
- Actively promote and support the safeguarding of vulnerable adults, young people and children, observing and adhering to Marie Curie policies on safeguarding
- Uphold ethical and professional standards and not behave in a manner that is likely to bring the Charity into disrepute.
- Promote and sustain a responsible attitude towards equal opportunities and diversity within the Charity.
- Demonstrate a commitment to ongoing registration requirements or any national professional or occupational standards associated with the role.
- Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role.
- For designated roles, the post holder will be responsible for health & safety, information governance, business continuity planning and/or risk management. (These responsibilities will be notified on appointment).

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.



**Marie Curie  
Person Specification**

**Job title: Head of Communications**

| Criteria           | Essential  | Desirable                           | How assessed            |
|--------------------|--|-------------------------------------|-------------------------|
| Skills / Abilities | <p>Excellent interpersonal and leadership skills, with the ability to develop strong relationships, work at all levels of an organisation, get the best out of others and influence across all levels.</p> <p>Confident communicator, comfortable with challenging the status quo and influencing change at pace.</p> <p>Ruthlessly prioritising campaigns, projects and products based on organisational objectives and ability to make recommendations to senior leaders.</p> <p>Highly accomplished writing and editing skills, with the ability to analyse and synthesise complex information and adjust writing style to communicate effectively to different audiences and channels as appropriate and support others to achieve the same.</p> <p>Project management</p> |                                     | Application / Interview |
| Knowledge          | <p>Best practice strategic communications planning principles and stakeholder management.</p> <p>Audience insights practices including theme and message testing, audience segmentation.</p> <p>Marketing and Communications measurement, including, KPIs and outcomes.</p>  | Best practice crisis communications | Application / Interview |

|  |   |   |                         |
|--|---|---|-------------------------|
| Qualifications, training and education | n/a   | n/a   |                         |
| Experience                             | <p>Extensive experience leading strategic communications in a complex organization.</p> <p>Experience advising senior leaders, managing reputation risk and delivering impactful communications that drive organizational outcomes.</p> <p>Leading teams to develop and implement integrated communications strategies and plans.</p> <p>Building insights and evaluation into all communications activity - and using the knowledge acquired to shape excellent communications.</p> <p>Procuring agencies to undertake work.</p> | <p>Setting up a Strategic Communications function within an organisation for the first time.</p> <p>Working in a charity, not-for-profit or health related organisation.</p> <p>Convening and managing a matrix team (or of managing a team directly) to deliver agreed work or strategy.</p> <p>Issues and crisis management.</p> <p>Management of agencies, alongside functional leads.</p> | Application / Interview |
| Other requirements                     |   |   |                         |

**Marie Curie recognises the provisions within the Equality Act 2010, reasonable adjustments to these criteria will be considered where appropriate.**