

Job Description

Head of Communications

Reports to	CEO
Managing	2 x Marketing & Communication Officers
Contract type	Permanent, Part-time 3-days a week
Salary	Full Time Equivalent £45,000 - £50,000
Location	Flexible/ 1 day per week at the charity's office in Amersham, Buckinghamshire.

Our Charity

Cardiomyopathy UK is for anyone whose life is impacted by the heart muscle disease, cardiomyopathy. We work to save and improve the lives of people with the condition, and their loved ones, throughout the UK because we believe that everyone affected by cardiomyopathy should live a long and fulfilling life.

We bring together people with cardiomyopathy, their loved ones, medical experts, researchers, professional staff and other stakeholders to ensure we have the insight, lived experience, clinical knowledge and skills we need to make a real and lasting difference to people's lives.

Since our establishment over thirty years ago, we work to provide support and information so that nobody faces cardiomyopathy alone. We fight for better access to treatment so more people get the help they need, we shape research so that it truly addresses the needs of our community, and we raise awareness so more people seek help sooner and fewer people are at risk.

Job summary

As part of the charity's Senior Leadership Team, you will lead our communications function and be responsible for developing and delivering our communications, marketing and engagement strategy.

The key objectives of this role are:

- To bring more people into our community as service users, supporters and volunteers
- To ensure that our advocacy messages are articulated clearly and persuasively to all stakeholders
- To increase awareness of cardiomyopathy across all communities

Key responsibilities

Strategy and Brand Management

- Develop and implement marketing and communications strategies that align with our ambitious five year strategic plan.
- Strengthen our brand presence, ensuring that it resonates with our culture, ethos and ambition and that charity feels welcoming to all members of the community that we serve.

Website, Social and traditional media outreach

- Proactively manage our media relations efforts, building and maintaining positive relationships with media outlets to raise awareness of the signs and symptoms of cardiomyopathy, articulate policy and research messages and promote the work of the charity.
- Oversee our social media activity and develop approaches to reach new audiences and bring more people to the charity.
- Ensure that the charity's website is secure, accessible, future proof, and meets the needs of the charity.

Community communications

- Oversee all communications to our existing communities including e-newsletters and MyLife magazine and work with all senior leaders to promote support, information and engagement activity.

Leadership

- Inspire, support and manage the small team of marketing and communications professionals and oversee the management of consultants and contractors.
- Build and maintain strong relationships with key internal and external stakeholders. In particular working closely with other members of the Senior Leadership Team and the Fundraising and Marketing Committee.

Reporting, Analysis & Communication

- Provide regular progress reports and communications to the CEO, senior leadership team, and trustees.
- Ensure that all relevant outcome measures are in place to track progress against objectives and provide insights to shape future work.

Equal opportunities

- Cardiomyopathy UK is committed to promoting equal opportunities and the post-holder has a leading role in ensuring equity in employment opportunities.

Health and safety

- In addition to any responsibilities specified within the job description above, it is the post-holder's duty to take reasonable care of the health and safety of themselves and of the other people who may be affected by actions and omissions at work and co-operate with the employer to ensure all statutory and other requirements are complied with.

This is an outline of the post-holder's duties and responsibilities. It is not intended as an exhaustive list and may change from time to time to meet the changing needs of the charity.

**For an informal conversation about this role please contact our Chief Executive, Joel Rose
joel.rose@cardiomyopathy.org**

Person specification

Attributes	Essential	Desirable
Education	<ul style="list-style-type: none"> • Degree level education 	<ul style="list-style-type: none"> • Further qualification in a relevant field
Skills, Knowledge and Experience	<ul style="list-style-type: none"> • Excellent written and verbal communication skills and proven experience of creating compelling content across all platforms and media. • Experience of creating and executing communications and marketing strategies • Detailed understanding of outcome measurement in communications and marketing activity • Experience of working with traditional broadcast media to secure local and national coverage • Experience of creating and managing awareness raising campaigns across a range of platforms 	<ul style="list-style-type: none"> • Experience in the third sector or healthcare environment. • Experience of working as part of a team and remotely. • Experience of working with volunteers. • Experience of managing a small team
Personal Qualities	<ul style="list-style-type: none"> • Ability to work flexibly, as part of a team • Confidence and ability to deal with people at all levels with tact and diplomacy • Self-motivated and ability to work on own initiative • Ability to plan and organise workload and multi-task • Ability to work under pressure and to strict deadlines across a range of activities • Flexibility to attend meetings or work outside normal working hours when necessary 	