



## Royal Hospital for Neuro-disability Job Description

<b>Job title:</b>	Marketing and Communications Manager
<b>Department:</b>	Marketing and Communications
<b>Salary grade:</b>	£55-60Kpa (part time considered)
<b>Responsible to:</b>	Director of Fundraising, Marketing and Communications
<b>Responsible for:</b>	Senior Comms Officer

### The RHN

The RHN is a charity, independent from the NHS, but working closely with it, to provide the best possible care for people living with neuro-disability.

### Scope

The Marketing and Communications Manager is responsible for the marketing and external communication of all RHN services and charitable activity. This is a specialist marketing and communications role, with a primary focus on developing and running marketing campaigns, producing promotional materials and identifying opportunities for growth. Specifically, the RHN wishes to increase growth and income through marketing to commissioners, referrers, families, clinical networks, partners, funders and all external media to maximise the impact of targeted marketing campaigns. The RHN has ambitious plans to grow its profile and a key part of achieving this is to target marketing collateral to key audiences. Success will be measured through an increase in active patient number and audience recognition.

A key success factor will be building strong internal relationships with a wide range of clinical colleagues to ensure communications are marketed appropriately. Strong interpersonal skills are therefore essential in this role.

The marketing strategy outlines a new website and possible re-brand, which the marketing and communications manager will lead.

The role also includes a wider focus on communications to ensure that opportunities to showcase RHN expertise is maximized through multiple communications channels.

### The main objectives of the role are to:

- Work alongside the Director of Fundraising, Marketing and Communications to implement the new marketing strategy
- Market and engage with external stakeholder via clinical colleagues and comms channels about pertinent aspects of the RHN strategy, services and outcomes.

- Grow the number of referrals to the RHN via the successful implementation of the marketing strategy
- Be a part of the senior managers Operational Management Committee, working with colleagues to increase awareness of the RHN and market our services accordingly
- Personify and reflect RHN values in both internal and external interactions. In particular to build excellent internal relationships with colleagues to aid the delivery of marketing and communication objectives
- Work with other departments to develop opportunities and to keep abreast of events, information and stories which will provide case studies for PR and external marketing

**The Key responsibilities are to:**

- Line manager and set KPIs for the Senior Comms Officer and ensure they are delivered through support, supervision and mentoring
- Delegate work that comes to the comms team and make sure that organisational needs are met.
- Provide communications leadership on hospital projects along with the Internal Comms Manager
- Take part in, and manage the press office and communications on-call rota on a four weekly basis
- Produce and lead on the key design of external publications, including RHN News, Fellows Newsletter, Annual Report and Annual Review.
- Oversee all communication channels to ensure consistent, on-brand and audience-focused messaging.
- Plan and manage a range of creative and innovative marketing activities across all services and with voluntary funders
- To work within a small but effective marketing and communications team and provide cross cover as necessary.
- To work with colleagues across the fundraising department to produce timely external comms messaging.
- Demonstrate skill at multi-tasking, dealing with multiple priorities and occasionally working to tight deadlines.
- Participate in related hospital working groups on development projects as necessary.
- Work with external contractors eg website hosts and IT to ensure the website is up to date
- Lead on a project to redesign the entire website

**1. Person Specification – Essential (E), Desirable (D)**

2. Demonstrable experience of working in a marketing communications role and implementing effective marketing campaigns across a range of channels, ideally in a complex organisation or healthcare setting. **E**
3. Experience of developing creative and innovative marketing and communications campaigns **E**
4. Experience of updating websites and working with external contractors to ensure smooth and timely delivery
5. Highly skilled in Adobe Creative Suite, Dotdigital and other digital communication methods. **D**

6. Excellent interpersonal skills and the ability to work with clinical colleagues and disseminate complex information into a digestible format. **E**
7. Outstanding writing skills and attention to detail. **E**
8. Strong organisational and planning skills, with experience of budget management. **E**
9. Ability to analyse complex problems and propose realistic solutions, disseminating complex clinical information into an easily digestible format. **E**
10. Ability to manage conflicting priorities and effectively managing multiple projects simultaneously. **E**
11. Experience and understanding of budget management. **D**
12. Educated to degree level or equivalent marketing and communications knowledge, skills and experience from working in marketing and communications role at a similar level. **E**
13. Evidence of ongoing professional development in marketing and communications. **D**
14. Membership of a recognized marketing and communications professional body - **D**

## Our values

### Seeing the whole person

Understanding who our patients and residents are and what their specific needs involve. Taking an interest in everyone at the RHN – staff, patients, residents and their families – seeing the whole person, with interests, hobbies and commitments. Providing high quality customer service, developing ongoing relationships and caring for patients as individuals.

Treating people as individuals, meeting and exceeding their expectations and treating them with respect, dignity and consideration. It is about providing an exceptional patient/customer experience.

### Delivery on promises

Doing what we say we will do. Working together to deliver the best possible service for patients, carers and key stakeholders. Taking personal responsibility, being pioneering and sharing knowledge, ensuring clarity, compassion and respect.

### Willingness to learn

Giving staff and volunteers the time, support and opportunities to develop both themselves and their roles. Developing new skills, knowledge and technologies, and taking the time to reflect on successes and setbacks.

Demonstrating a commitment to continuous professional and personal development and a flexible approach to working. Being aware of what is over the horizon, anticipating opportunities and having the vision to look forward. Accepting the need for change and developing a culture of continuous learning and improvement.

## Honesty and integrity

Acting as a role model and setting an example that motivates and inspires others. Providing a clear direction that recognises and utilises the strengths of our people. Working with a positive attitude, being friendly, open and honest in interactions with others. When mistakes happen, talking honestly and openly about them, to make sure that they don't happen again.

The job description is not exhaustive and will be reviewed in light of changing needs and organisational development, in consultation with the postholder.

I have read, understood and accepted the responsibilities, expectations and behaviours outlined above.

Signed:

Date: