



## **Job Information Pack**

### **Marketing and Communications Lead March 2024**

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**Welcome from Raj Athwal – Executive Director  
The Mulberry Centre**

Dear Candidate,

We are delighted that you're considering applying for the role of Marketing and Communications Lead at The Mulberry Centre. I trust you'll find the details in this Candidate Brief helpful, and you may also find valuable information on our website: [www.themulberrycentre.co.uk](http://www.themulberrycentre.co.uk)

The Mulberry Centre is an award-winning cancer information and support centre and an independent charity, based on the grounds of the West Middlesex University Hospital in Isleworth, West London. Since 2001, we have provided services and support to more than 18,000 people.

The Mulberry Centre's vision is to be known and respected by everyone living or working within reach of our services who may become affected by cancer. To help us achieve this, we are looking for an experienced and inspiring Marketing and Communications Lead to help raise the profile of The Mulberry Centre and the services we provide, to help recruit staff and volunteers, and to support fundraising and community engagement.

You will be able to promote the voice of the people who use our services in our communications, as well as help build our reputation as a charity of excellence for cancer support and a credible partner with external stakeholders. Working collaboratively across the team, you will develop, deliver and co-ordinate an integrated and effective marketing and communications plan. You will take the overall responsibility for external marketing and communication activities for The Mulberry Centre.

You will have an established track record of marketing and communications work, including digital and social media, and an ability to write and edit copy for different audiences. You will manage website updates, social media posts, e-newsletters and news releases, and have a proven ability to develop and execute an impactful marketing and communications plan. As a small charity, this post is very much "hands-on" and requires an ability to manage multiple projects and tasks at a time. You will be key to making sure that we are known by everyone living or working within reach of our services who may become affected by cancer.

If you are interested in the work of The Mulberry Centre and have the relevant experience to perform this vital role, we would very much like to hear from you. Please contact me via email: [raj.athwal@themulberrycentre.co.uk](mailto:raj.athwal@themulberrycentre.co.uk) if you have any queries.

Raj Athwal  
Executive Director

## 2) About The Mulberry Centre

The Mulberry Centre is an award-winning cancer information and support centre and an independent charity (No. 1108999), based on the grounds of the West Middlesex University Hospital in Isleworth, West London. Our core mission is to provide support and information for people affected by cancer who live in west and southwest London, offering practical ways of enhancing physical, psychological, and emotional well-being.



We are the only cancer information and support centre in the local area delivering services to all people affected by a diagnosis: to the patient, friends and family, carers and those bereaved by cancer. Although most of the people who use our services come from the London Boroughs of Hounslow, Richmond, and Ealing, we are open to all, regardless of postcode or hospital of diagnosis. All the services are provided free of charge and currently include:

- **One-to-One Support:** Emotional Support, Counselling, Legal Information, Welfare and Benefits, Befriending Service, Wellbeing Calls, End-of-Life Support.
- **Support Groups:** Patients, Carers, Bereaved, Dying Matters.
- **Complementary Therapies:** Massage, Reflexology, Aromatherapy, Reiki, Emotional Freedom Technique (EFT), Shiatsu, Acupuncture.
- **Wellbeing Classes:** Relaxation and Breathwork, Yoga, Tai Chi, Yoga Chair Dance, Pilates, seated Yoga, Gaining Strength and Balance, Men's Yoga.
- **Social and Creative:** Art Class, Creative Writing, Mandala, Book Club, Walking Group, Table Tennis, Coffee Mornings, Discussion Groups, Death Cafe.
- **Workshops:** Cancer Nutrition, Managing Stress, Emotional Freedom Technique, Sleep Management, Headscarf Tying, How to Deal with Emotions After Your Cancer Treatment Finishes, How People Grieve, Hot Flushes, Body Image & Impact on Sex Life, Bra Fitting Surgery, Look Good Feel Better (Men and Women), Men's Group.
- **Information talks** on how to reduce cancer risk, identify signs and symptoms of cancer, the importance of early screening, and cancer support services available.
- **Peaceful space** to relax and meet others in our welcome area, or weather permitting, our award-winning garden.

Services are accessible face-to-face, as well as online, and we are also looking to deliver more services in the local community.

We hold the Macmillan Quality Environmental Mark Award for excellent facilities. In 2021, we were honoured with The Queen's Award for Voluntary Service, as well as the Hounslow Business Award for Best Charity.

Most of our patient referrals come from the West Middlesex University Hospital, although people affected by cancer can self-refer direct to The Mulberry Centre. To learn more about The Mulberry Centre, please visit [www.themulberrycentre.co.uk](http://www.themulberrycentre.co.uk)

### **3) The Role of Marketing and Communications Lead**

Reports to Fundraising and Engagement Manager

#### **Background to the role**

The Mulberry Centre's vision is to be known and respected by everyone living or working within reach of our services who may become affected by cancer. To help us achieve this, we are looking for an experienced and inspiring Marketing and Communications Lead to help raise the profile of The Mulberry Centre and the services we provide, to help recruit staff and volunteers, and to support fundraising and community engagement.

As Marketing and Communications Lead, you will play a crucial role in shaping and implementing a comprehensive marketing and communications strategy. You will be able to promote the voice of the people who use our services in our communications, as well as help build brand credibility and our reputation as a charity of excellence for cancer support and a credible partner with external stakeholders. Working collaboratively across the team, you will develop, deliver and co-ordinate with other team members an integrated and effective marketing and communications plan. You will take the overall responsibility for external marketing and communication activities for The Mulberry Centre.

#### **Overall purpose of role**

- Lead on creating a vibrant and efficient marketing and communications function, ensuring that our messaging is consistent and aligned to our strategy
- Develop, deliver, and monitor targeted and impactful marketing and communication activities across all media platforms, that inspires people to take notice of the Mulberry Centre and take action
- Ensure staff and volunteers are supported and trained as to the correct use of brand and tone of voice to ensure consistency across all our communications, while supporting other team members with their communication activities.

#### **Responsibilities:**

##### **Planning and implementation**

- Develop, deliver, and monitor an agreed marketing and communication plan with KPIs to increase the profile of the charity across the local community and key target audiences
- Contribute to the development of the charity's overall integrated fundraising, community engagement and marketing and communications strategy

##### **Communication tasks**

- Working closely with Executive Director and Fundraising & Engagement Manager, lead on external publicity across a range of media
- Build and develop relationships with key media contacts and influencers to increase opportunities for The Mulberry Centre's contributions to radio, TV, print and social media outlets, as well as to The Mulberry Centre's own communication channels
- Prepare regular and timely press releases and record media/PR contact records
- Manage the charity's website with responsibility for creating content
- Deliver a clear and consistent brand image across all areas and channels, including website, social media, leaflets, posters, campaigns etc.

- Deliver a social media strategy (Facebook, Twitter, LinkedIn, YouTube, Instagram) with engaging social media posts using graphics, film, photos and personal testimonies, and use analytics to report on results of digital campaigns/posts
- Produce monthly e-newsletters, working closely with team members for relevant content, and setting up and running data selections for e-newsletters and other updates
- Prepare and produce annual Impact Report and input/review content for the charity's Annual Report
- Identify and target population groups who do not currently use The Mulberry Centre to promote access to our services through appropriate media channels, and to periodically explore translating The Mulberry Centre's standard leaflets into different languages
- Undertake media monitoring, maintain press cutting folders and media archive digitally
- Plan, develop, promote, and produce any agreed Mulberry Centre events for profile raising (eg. Open Days), and oversee and support staff and volunteers involved
- Ensure the charity details are accurately listed in third-party directories and websites
- Prepare applications for external awards and prizes
- Develop and follow quality checking and sign-off processes for communications
- Develop and share (internally) creative plans, schedules and briefs which outline the audience, purpose, proposition, schedule, and costs for communication activities, including any adverts, advertising space, banners, leaflets, posters, branded items or merchandise
- Develop concepts, write, or amend copy, and produce artwork (or commission pro bono expert volunteers to undertake with a clear brief) on time and to budget
- Ensuring all materials produced are accurate and compliant with relevant data protection and other legislation
- Take responsibility for personal learning about sector trends and best practice, ensuring familiarity with relevant legislation and codes of practice.

#### **Collaboration with team**

- Be the contact person for marketing, communication, and brand-related queries
- Co-ordinate regular marketing and communications meetings and follow-up actions by team members
- Ensure that staff and volunteers are up-to-speed with external communications
- Working closely with the wider team to ensure consistency of brand, key messages, and tone of voice, and developing useful templates for presentations and posters or branded items at the Centre and in the community
- Update leaflets and posters by liaising with client services, and ordering supplies as and when needed
- Identifying and write (or oversee volunteers writing) news content and case studies for communication, fundraising, community engagement or volunteer recruitment
- Brief and supervise suppliers and pro bono volunteers, both office-based and remote
- Attend and participate in team meetings, and sub-committee meetings as needed
- Deputise for the Fundraising and Engagement Manager as required.

## Person specification

### Skills and abilities

- ♥ Ability to develop and execute marketing and communication activities
- ♥ Strong, planning, time management, administrative and organisational skills
- ♥ Excellent verbal and written communication
- ♥ Excellent attention to detail
- ♥ Understanding of communication needs for a small but growing charity
- ♥ Understanding of media, marketing, and communication trends
- ♥ Knowledge of communication/marketing/PR/social media principles
- ♥ Collaboration and teamwork: proven ability to collaborate with colleagues
- ♥ IT and social media proficiency (MS office, WordPress, CRM, HootSuite, Social Media platforms and other IT systems)
- ♥ Marketing/communications qualification or training (desirable)
- ♥ Proven ability in using videos and infographics including technical ability
- ♥ Understanding of data protection (GDPR)
- ♥ Line management experience of volunteers (desirable)

### Experience

- ♥ At least three years' experience of marketing/communications work, including digital and social media
- ♥ Proven ability to effectively write and edit copy for different audiences
- ♥ Demonstrable successful use of digital and social media
- ♥ Proven personal track record of delivering an impactful marketing and communications plan
- ♥ Managing and updating websites, social media posts, e-newsletters, and news releases
- ♥ Managing or coordinating multiple projects at one time
- ♥ Designing and delivering communication campaigns
- ♥ Analysing and segmenting data for campaigns
- ♥ Database management (desirable)
- ♥ Keeping up to date with and applying good practice in your role

### Personal attributes

- ♥ Committed to the aims and values of The Mulberry Centre: we expect all staff to uphold and reflect the ethos of the Centre in all its work
- ♥ Hardworking: as a small charity, our success depends on the hard work of everyone
- ♥ Creative and resourceful: in a tough economic climate, we need to find new ways of raising money and generating income
- ♥ Practical: as part of a small team, you will need to be ready to be 'hands on' with communication activities
- ♥ Reliable: this is a critical post with responsibility for raising the profile for the charity as well as supporting core business functions; the post holder will also be expected to deputise for the Fundraising and Engagement Manager as required
- ♥ Approachable: an open, friendly approach is critical to the team spirit
- ♥ Flexible: the post holder will need to be willing to work unsocial hours on occasion

#### **4) Working hours, salary, and benefits**

##### **Working hours and flexibility**

We are looking for someone to work the equivalent of three days, 22.5 hours per week. There is flexibility around working pattern and hybrid working from office and home.

##### **Salary**

£19,800 to £21,000 depending on experience (0.6 FTE) pro rata per annum (£33,000 to £35,000 FTE).

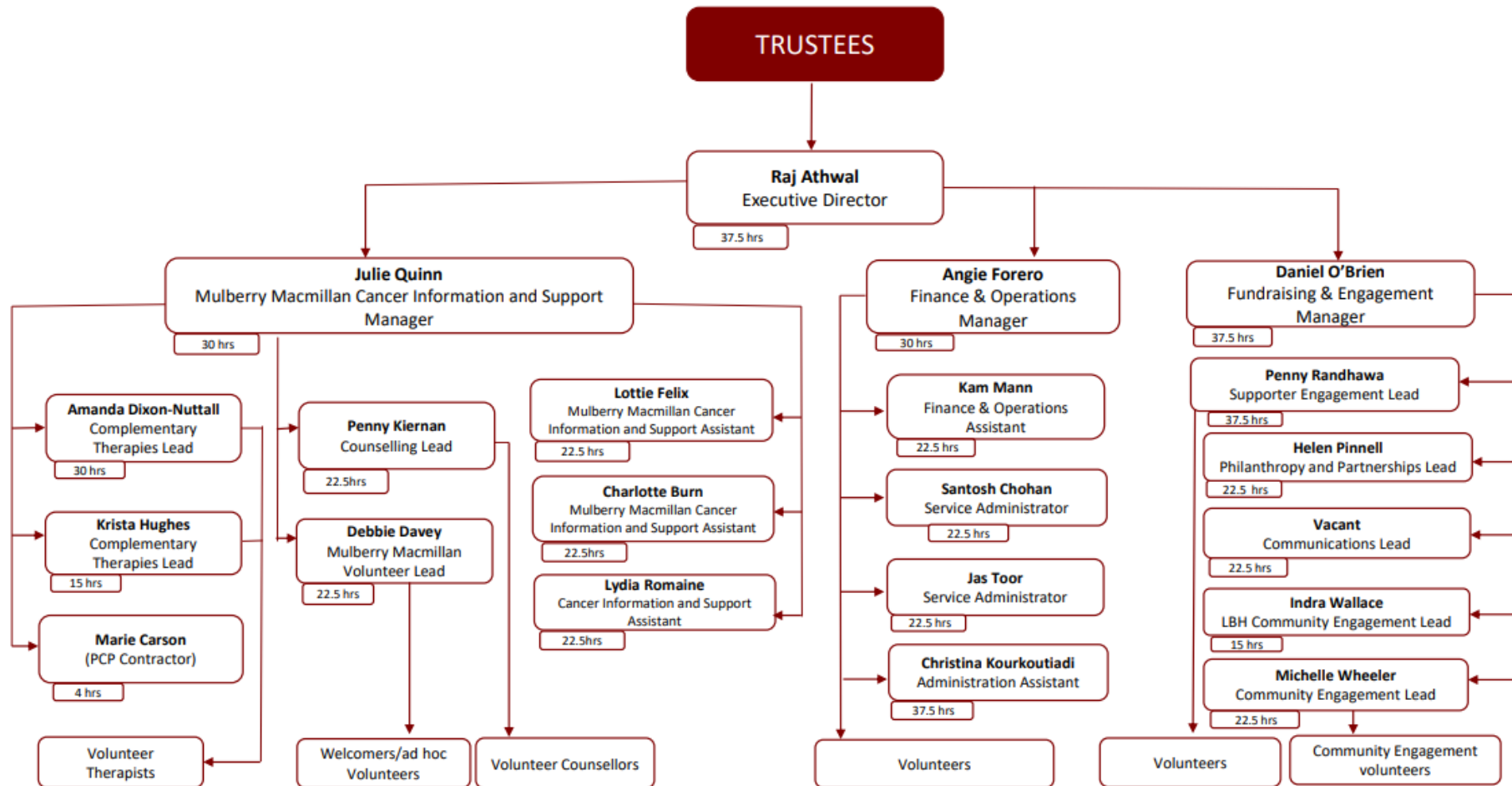
##### **Annual leave**

Holiday entitlement is 25 days (pro rata) per year excluding public and statutory holidays. Three additional days' leave are given for the period between Christmas and New Year when the Centre is closed. Holidays will be calculated on a pro-rata basis for part-time workers.

##### **Pension**

6% pension contribution (either into a personal plan or through NEST).

## 5) Organisation Chart





## 6) Timetable and how to apply

Wednesday 13 <sup>th</sup> March 2024	Applications open
Thursday 11 <sup>th</sup> April 2024 at 9.00am	Final deadline for applications
Potentially 18 <sup>th</sup> April 2024 (TBC)	Interview day

We suggest applications are submitted as soon as possible but **no later than 9.00am on Thursday 11<sup>th</sup> April 2024.**

Please note that we reserve the right to close the advert in the event that we appoint to this position before the closing date.

### How to apply

To apply, please email the following documents to [raj.athwal@themulberrycentre.co.uk](mailto:raj.athwal@themulberrycentre.co.uk) quoting CL2024 **no later than 9.00am on Thursday 11<sup>th</sup> April 2024.**

1. A comprehensive CV
2. A covering letter containing:
  - a. Supporting statement showing evidence of how you meet the personal specification of the role
  - b. Your current remuneration details and notice period
  - c. The name, job title, organisation, email address and mobile number of two professional referees. (Please note referees will not be approached without your prior permission.)

Please ensure that you include your mobile phone number and email address in your application. Please contact Raj Athwal (email address above) if you have any queries or if you would like to have an informal conversation about the role.

**Thank you for your interest in this position.**