

Marketing and Communications Manager

Fixed term maternity cover

Title	Marketing and Communications Manager	
Contracted hours	Part-time, in the range of 25 to 30 hours per week	
Contract type	Fixed term maternity cover for 8 months with option to extend	
Location	Remote (home-based)	
Salary	£30,000 - £34,000 pa (pro rata) dependent on experience	
Reports to	Head of Marketing and Communications	
Start date	Nov-24	
Purpose of the role	Reporting to the Head of Marketing and Communications, this role has responsibility for creating, managing and implementing high quality communications with a focus on family and fundraiser audiences, aligned to our mission and overall strategy and Marketing and Communications plan.	
Main duties and responsibilities	Content Management System (CMS) and website	Manage DSUK's website, including being the lead contact for web agency
		In collaboration with Head of Marketing and Communications, develop new web content, e.g. new sections, pages, forms, and news items, as required.
		Monitor and update existing content, as required. Ensure all content is of high quality, appropriate, accessible, and accurate, and fits our brand guidelines
		Work with Head of Marketing and Communications, support and input into appropriate ongoing, measurement and reporting
	Monitor SEO, trends and development in website best practice, making proposals for developments to the site where appropriate	
	Design and content creation	In collaboration with Head of Marketing and Communications, create and manage content (i.e. text, graphics, still images and video) for use in a wide range of communications activities across the charity, including family

		support, awareness raising, fundraising and stakeholder reporting
		Lead on developing in-house design materials using Canva, utilising in-house photography/image library and working with Head of Marketing and Communications to commission new photography/imagery as needed/external design support when required
		Support the development of video content, including basic editing and production of short videos or reels for social media, utilising in-house content where available or working with Head of Marketing and Communications to commission new video footage as needed
	Social media	Manage DSUK's social media activity, as per comms programme developed with the Head of Marketing and Communications as required
		Create, schedule and post high-quality content, including images and videos, that convey key messages and engage and support all our audiences.
		Monitor recent posts and respond appropriately to all communication via DSUK's social media channels including Facebook, Twitter, Instagram, LinkedIn and YouTube
		Work with Head of Marketing and Communications to support and input into appropriate ongoing, measurement and reporting
	Email Marketing	Work with the Head of Marketing and Communications on a varied programme of email marketing activity.
		Write, create and schedule email newsletters, with a focus on family and/or fundraising audiences; assisting Head of Marketing and Communications with developing professional audience e-newsletters)
		Manage email audiences, importing contacts to our database, and exporting/reporting updates identified from mailings. (Head of Marketing and Communications to lead on professional audience e-newsletters)

		Monitor responses to email marketing, providing analysis to inform future marketing
	PR and media	Work with Head of Marketing and Communications to support DSUK's PR and media activity, including developing press releases, pitching stories to key media, responding to journalists requests and monitoring for media coverage
	Fundraising	Manage the promotion and communications relating to community fundraising events/campaigns (e.g. challenge events, EveryDayinMay), working with Head of Fundraising to agree messaging, timing, etc
	Other Responsibilities	As required:
		> Keep up to date with developments in best practice in marketing and communications, especially digital
		> Comply with DSUK policies/procedures, including Safeguarding and Data Protection
Person Specification	Essential	> Demonstrable experience in implementing digital communications activities, including experience across a range of social media platforms, working on websites (using WordPress) and using e-marketing (e.g. Mailchimp or similar), understanding SEO and other aspects of optimising digital comms
		> Demonstrable experience in media relations, including writing press releases and successfully pitching to a range of media (online, press, radio, broadcast)
		> Demonstrable experience of working in charity, patient advocacy or healthcare sectors
		> Ability to deal with people at all levels with empathy, tact and credibility
		> Excellent written and verbal communication skills, with an ability to distil large amounts of information and present it in engaging and innovative ways for a variety of audiences (particularly family and fundraising audiences)
		> Demonstrable design skills and knowledge of desktop publishing software e.g. using Canva to create in-house designs for social media, web and in-house materials (leaflets, guides, etc)
		> Good understanding of brand, visual identity and corporate communication

		> Strong organisational and project management skills, with the ability to prioritise
		> Be a self-starter and team player with experience of remote working, and able to work effectively with colleagues using remote technology (e.g. Zoom, Google meets, etc)
	Desirable	> Good understanding of, and strong interest in, developments in UK health and social care
		> An understanding of the issues affecting families living with a life-limiting condition
		> Confidence in working with complex medical or scientific terminology
		> Experience of working with vulnerable people and understanding of safeguarding best practice.
		> Good understanding of Microsoft Office packages, Google suite and desktop publishing packages.
		> Experience of working on CMS systems (Word Press) and CRMs (Beacon)
		>Membership of a professional body such as Chartered Institute of Public Relations and/or a commitment to continuous professional development