



Clatterbridge
Cancer Charity



RECRUITMENT PACK

Working at Clatterbridge Cancer Charity



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WHO WE ARE

There are over 100,000 people living with cancer in Merseyside & Cheshire. The Clatterbridge Cancer Centre, provides specialist treatment for many of these people, through its unique network of care across the region.

We are Clatterbridge Cancer Charity, an independent charity.

Together with our supporters & volunteers, we are passionate about the incredible care given at Clatterbridge.

It is our role to fund life-saving research, invest in leading technology, enhance the patient environment and enable innovations in care that make a real difference to the lives of those who need us.

Clatterbridge gives hope to patients and their families every day, but the need for Charity support increases each year.

We need to be ready for the future of cancer care. Together, we can help The Clatterbridge Cancer Centre to do incredible things – from small moments of wonderful care to big leaps in innovation, it's your support that changes and even saves lives.



WORKING AT CLATTERBRIDGE CANCER CHARITY

What makes working for Clatterbridge Cancer Charity special? You'll be part of a team that is passionate about changing the lives of local people with cancer, making a real difference to care and research at The Clatterbridge Cancer Centre.

It's important that we look after our people to make them feel supported, valued and appreciated so we have a range of benefits for our staff, including:

- Competitive pension scheme
- Flexible working
- Emotional wellbeing support
- High street discounts

WE ARE

Passionate about helping local people with cancer

Enterprising in all our activities

Respectful to everyone we meet

Ambitious always embracing new opportunities





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Job Description Marketing Manager

Location Liverpool

Reporting to CEO

About the role

This is a senior role working across the whole Charity, tasked with growing public awareness and support for Clatterbridge Cancer Charity. Leading on marketing, PR, brand and design, this role will manage relations with media, stakeholders, supporters and the wider public, creating and delivering engaging campaigns, generating support for the Charity, demonstrating impact and increasing income generation.

This is an exciting time to join the Charity as it moves to the next stage in its growth. As part of a busy and ambitious team, this role would suit an experienced, proactive and creative individual with a talent for storytelling and a knowledge of data-driven marketing.

Key responsibilities

- Create and deliver a comprehensive marketing & public relations strategy for the Charity to increase levels of awareness, reaching and engaging new audiences and existing audiences to build brand awareness, promote income generation and communicate activities and impact.
- Identify, create and maximise press, PR and marketing opportunities for the Charity to achieve strong positive coverage in print, broadcast and online media.
- Utilise the full mix of communications and marketing tools, including media and public relations, internal communications, brand marketing, advertising, campaigns, direct marketing, digital and social media and production of materials
- Lead and give strategic marketing direction to the charity team, taking responsibility for all marketing activities within the charity to ensure consistent messaging
- Identify and develop key relationships with journalists and influencers across a broad range of media
- Manage photography system and oversee photography policy, organise launches and photo calls



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- Lead, manage and plan key Charity marketing and communications initiatives such as the annual Glow Green Night Walk and Annual Ball.
- Be responsible for brand management, ensuring consistency across all internal and external communications and adherence to brand and corporate identity guidelines.
- Oversee the design, production and dissemination of marketing and communications collateral, as required including annual reports and impact statements.
- In conjunction with the Digital Manager, ensure the implementation, operation, monitoring and review of the organisation's digital strategy, including website maintenance and development
- Ensure the accurate and compliant collection and use of personal information and data on supporters, donors, and potential audiences.
- Promote equality and diversity by ensuring that communications are accessible and representative of the diverse range of people
- Report on and analyse all aspects of communications and marketing, and ensure effective evaluation mechanisms are in place to measure success, tracking core metrics such as response rates, results of A/B testing and ROI.
- Develop key messages, lead on creating and maintaining appropriate and consistent language and terminology across all media
- Provide line management for Digital Marketing Manager
- Produce creative marketing and PR campaigns that demonstrate the Charity's impact and capture its true tone of voice,
- Develop a social media strategy, improving existing usage with the potential to exploit new platforms
- Engage with patients & supporters to produce compelling stories to spread the message and gain further support.
- Partner with corporate and strategic allies, as well as local groups and celebrities, to amplify the impact and reach new heights of influence.
- Communicate the impact of Charity donations for people with cancer and the work of The Clatterbridge Cancer Centre.
- Communicating information sensitively and appropriately to the audience.
- Identifying donor acquisition opportunities and utilising the touchpoints available to attract support for the Charity.
- Working across all income streams to deliver effective donor communications.
- Briefing & liaising with the Supporter Care team to deliver targeted & accurate data selections, ensuring the Charity's direct marketing programme is grounded in audience insight and analysis.



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Cross Team Working

- Proactively support a culture of collaborative working. Contribute to a strong team ethic within the team, supporting colleagues to work across other income disciplines for the wider benefit of the Charity and to support continued professional development.
- Act as an advocate for the Charity's brand identity by working across the team to ensure messages are communicated effectively.
- Share expertise to Charity colleagues across all income streams to effectively market fundraising campaigns.
- Support other income lines by facilitating appropriate opportunities to promote other ways to support the charity.
- Provide teams with relevant, impactful content and messaging to include in cross-team supporter communications.

Insight and Analysis

- Work with the team to ensure the Charity database is accurate at all times.
- Regularly monitor, evaluate and analyse campaigns, providing regular results and recommendations for strategy development based on data-driven insights.
- Work with the supporter care team to ensure collection, storage and use of supporter data is compliant with data protection legislation.
- Working with the Management team, use the analysis of results and audience insight to inform future activity.

Good Practice

- Represent Clatterbridge Cancer Charity at external events where required.
- Be a great advocate for the Charity and local people with cancer.
- Work in line with the Charity's values, maintaining the reputation of the Charity.
- Ensure compliance with Charity policies, Fundraising Regulator guidance and relevant legislation.
- Remain up to date with sector best practice and giving trends, with the aim of identifying, testing and implementing anything relevant to the Charity.
- To ensure that all marketing activity supports and enhances the positive reputation of the Charity and the Trust.
- To keep abreast of developments, publications and news within the charity sector, marketing and communications to identify opportunities and emerging trends.



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Person Specification

Experience

Essential

- Educated to degree level with excellent written communication ability.
- Relevant marketing and / or communications qualification.
- Proven experience working in a senior role in Marketing & PR (+3 years) including strategy development, with a focus on multi-media channels, including, digital, TV, press and radio.
- Relevant professional experience of success in marketing and media relations
- Ability to think outside the box and create unique, innovative, and captivating content that shares the empowering message and impact of the Charity
- Demonstrable experience creating and delivering marketing campaigns and activity.
- Tech- savvy with ability to work with Microsoft Office, Adobe & Canva, an understanding of HTML, SEO and Google analytics.
- Experience of delivering successful integrated appeals and campaigns through a range of marketing channels.
- Experience managing creative work from brief to delivery (ensuring it is delivered on time, budget and to brand).
- Excellent proof reading and attention to detail
- Ability to produce high quality written reports for internal management purposes and for senior management/trustees.
- Strong budgeting, business and financial monitoring skills. Effective communicator and influencer
- Experience of budget management.
- Knowledge of UK GDPR
- Willingness to travel to other sites including Clatterbridge Cancer Centre – Aintree and Clatterbridge Cancer Centre – Wirral and attend occasional out of hour events

Desirable

- Marketing & PR experience within the Charity sector.
- Knowledge of Code of Fundraising Practice.
- Understanding of donor journey.



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To apply

We hope this pack has inspired you to join our team! If you have any questions, or need more practical information, please contact:

Katrina Bury
0151 556 5991

If you've got everything you need and you're ready to apply, please send your CV and supporting statement to Katrina.bury@nhs.net

Your statement should give examples of how you meet the criteria of the person specification, and what you feel you would bring to this role.

Closing date: 19 July 2024

Please note, applications may be assessed as and when they are received, and interviews arranged, so we may close the position before the closing date if a suitable candidate is found.

Our Diversity Statement

We aim to cultivate a culture of inclusion for all employees that respects their individual strengths, views, and experiences. We believe that our differences should be celebrated as this enables us to be a better team - one that makes better decisions, drives innovation, and delivers better results.

Find us at

Clatterbridge Cancer Centre - Liverpool, L7 8YA

The Spine Building, Liverpool, L7 3FA

Clatterbridge Cancer Centre - Wirral, CH63 4JY

clatterbridgecharity.org

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