

A group of five diverse children are smiling and posing in a grassy field at sunset. One girl is lying on the grass in the foreground, while others are behind her, some sitting and some standing. The background shows a soft, golden light from the setting sun over a line of trees.

WINSTON'S WISH **WW**

Giving hope to grieving children

Brand & Marketing Manager

June 2024

You might be surprised to know just how many children and young people are bereaved of a parent or sibling every year in the UK.

It's around 45,000 - that's more than 100 every day.

Winston's Wish was the first organisation in the UK to provide specialist support to grieving children. Our founder, Julie Stokes OBE, was a true pioneer.

Much has changed over the years, but that pioneering spirit is in our DNA. Our desire to make a difference to as many children and young people's lives as we can remains undimmed. In fact, it is what drives us, and it is at the heart of our delivery model which blends the best of our face-to-face, remote and digital support to make sure that every child, young person, family or professional that comes to us for help can get it. This combined approach also ensures we continue to grow our services and reach even more grieving children and young people in the years ahead.

We are constantly striving to improve what we do, embracing new ways of getting our support out there, and doing everything we can to connect and work with other organisations and partners to make sure we can reach the children who need us.

Our vision is a society in which every child can get the help they need when someone close to them dies. That's why we do so much to raise awareness of the needs of bereaved children, to shape the big picture so that they can get what they need.

We are positive, optimistic, courageous, and driven. You will need to be too.

If you are looking to play a pivotal role in an organisation that is passionate about what it does, one in which your contributions will have a direct impact on the lives of our beneficiaries; one in which the stories you hear will sometimes make you smile, sometimes make you cry (and sometimes at the same time) then Winston's Wish might just be the place for you.

You will join us at a challenging time. Our services are in high demand. We have embraced the possibilities and opportunities of digital and remote support alongside our face-to-face work to introduce a blended model of help. We are embarking on a new trajectory that will take us to the achievement of our goals in this rapidly changing landscape.

It is tough out there. Our work can be difficult. You'll help us find new ways to overcome these challenges, as we have been doing since 1992. Then, now, and always.

If you think this is for you then we look forward to hearing more.

Fergus Crow

Chief Executive



Our services

WEBSITES

You will find a wealth of information and help on our websites, including support and advice following specific types of death, free training for professionals and further information about our services.

winstonswish.org and our youth website **talkgrief.org**

winstonswish.org and **talkgrief.org**

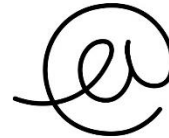
FREEPHONE HELPLINE

Immediate support and advice for young people, parents, carers and professionals, as well as access to our more in-depth, ongoing services. **08088 020 021 - Mon-Fri, 8am-8pm**



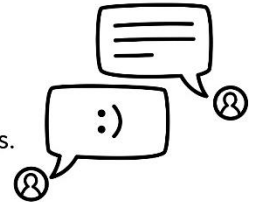
EMAIL SUPPORT

Anyone can email us seeking advice or to ask a question on **ask@winstonswish.org** and we will get back to you within 2 working days.



ONLINE CHAT

Chat online in real time with a Bereavement support worker at **winstonswish.org** and **talkgrief.org**. Conversations are anonymous and nothing about your grief is off limits.



CRISIS MESSENGER

Free and confidential support in a crisis 24 hours a day. **Text WW to 85258**

BEREAVEMENT SUPPORT AND COUNSELLING

For children and young people who require additional support, referrals can be made for one to one and group bereavement support. Children and young people who have experienced traumatic or multiple bereavements and/or have additional needs may also benefit from a referral to our bereavement counselling service.

TRAINING

Bereavement training and consultancy for professionals to help ensure that children and young people under their care get the support they need. **winstonswish.org/training**



PUBLICATIONS & RESOURCES

A range of specialist publications and other helpful resources for professionals, children and parents are available at **shop.winstonswish.org**



Our impact

From analysis we know that following support children show improvements in measured difficulties, including stress, emotional difficulties, behavioural difficulties, hyperactive/concentration difficulties and friendship difficulties.



Working at Winston's Wish

OUR VISION

A society in which every child and young person gets the help they need after anyone close to them dies.

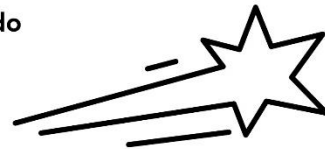
OUR MISSION

To make sure no child or young person faces grief alone.

OUR VALUES

If these values resonate with you, we would love to hear from you!

- We put children and young people at the heart of everything we do
- We are positive and have fun
- We embrace differences
- We never stop learning
- We strive for better



EQUALITY, DIVERSITY AND INCLUSION STATEMENT

We want Winston's Wish to be the best place to come and work, and an organisation that feels as though it reflects the world we see around us in a modern, diverse, 21st Century Britain. We believe this diversity is an asset to be cherished, nurtured and grown.

We are an organisation set up as an open access community service. Increasing the equality of access to that service is at the heart of our new delivery model.

We are committed to providing an inclusive and supportive working environment for everyone who works here, and we recognise appropriate steps should be taken to achieve this. We believe that all staff, service users, volunteers and contractors have the right to be treated with fairness and respect. One of our organisational values is to embrace differences.

We believe that the services we offer and the makeup of our staff should represent and reflect the communities that we work with and we know that we have a way to go on this. As an employer we are actively working to increase diversity in our organisation by strongly encouraging applications from all sections of the community and currently under represented groups. All applicants are anonymised until shortlisting for interview has taken place and we are flexible and transparent to encourage the widest range of talented potential applicants to come and work here.



WHERE IS WINSTON'S WISH BASED?

We operate a blended working system: most of our team work primarily from home, with travel to our head office or venues for collaborative working as required. We also hold several face-to-face whole team meetings each year to enable the whole team to get together. The aim of blended working is to provide greater flexibility so that staff can achieve and maintain a strong work-life balance.

Staff who would like to work from an office more regularly are able to book a desk at our head office:
Winston's Wish, Conway House, 31-33 Worcester Street, Gloucester, GL1 3AJ

ROLE DESCRIPTION

Job Title: Brand & Marketing Manager

Reporting To: Director of Marketing & Communications

Direct Reports: Digital Marketing & Communications Officer, PR & Marketing Officer

Department: Marketing & Communications

Location: Remote with occasional travel to Head Office and UK-wide for meetings and events as required

Hours: Full-time (35 hours per week)

Salary: £33,530 per annum

Role Purpose

Could you be our new Brand & Marketing Manager?

We're looking for a creative, dynamic and enthusiastic comms professional to join us on our mission to ensure no child or young person ever has to grieve alone. As our Brand & Marketing Manager you will be at the forefront of growing and developing the Winston's Wish brands and find new and innovative ways to reach the children and young people who need us.

This is a varied and fast-paced role where no two days will be the same. From sharing the voices of our incredible Youth Ambassadors far and wide, to marketing fantastic fundraising initiatives to identifying new opportunities to reach young people, you'll play a fundamental role in ensuring bereaved children and young people know they can put their trust in Winston's Wish when their worlds are turned upside down by grief.

Main Responsibilities

Marketing outreach and project management

- Work alongside the Director of Marketing & Communications to action the charity's strategic marketing plan.
- Lead a team of marketers in planning, delivering and measuring effective projects to drive revenue and reach across multiple areas of the company.
- End to end management of comms plans to ensure projects are delivered to a high standard using data and analysis to refine and develop plans in order to reach targets.
- Oversee marketing activity across all channels, with a strong emphasis on developing data led digital marketing. Ensuring the team are constantly analysing, refining and optimising.
- Write influential and fluent copy aimed at different target audiences to engage and ultimately drive interest.
- Actively identify and motivate the team to recognise opportunities to market Winston's Wish to reach our identified audiences.



- Work with the charity's approved freelance designers to oversee the creation and delivery of marketing assets and artwork, adhering to our brand style and tone of voice.
- Support the PR & Marketing Officer to identify and respond to media requests and create opportunities that grow the charity's reputation.

Brand Management

- Work alongside the Director of Marketing & Communications to embed a cohesive and engaging brand identity to create memorable and consistent experiences for all.
- Develop our visual identity in a way which brings our cause and purpose to life in the most engaging and inspiring way possible.
- Grow and manage our database of brand and marketing assets and materials.
- Use market insight and analytics to continuously develop our brand to position Winston's Wish as a leader in our sector.

Team Management & Administration

- Work alongside the Director of Marketing & Communications to lead our marketing and communications team, ensuring there is a clear direction of travel, an understanding of purpose and an exemplary culture embedded to drive future success.
- Line manage the Digital Marketing & Communications Officer and PR & Marketing Officer.
- Effectively manage expenditure across all projects and campaigns in line with agreed expenditure budgets.
- Effective reporting as required in line with agreed objectives and KPIs.
- Ensure that the recording of permissions and consents is adhered to in line with our policies and procedures and in accordance with GDPR.

All Staff

- Contribute to the vision and mission of Winston's Wish; whilst embedding the values into your daily work activities.
- Promote equality of opportunity and diversity in accordance with Winston's Wish policy.
- Contribute to the overall success of the charity's fundraising needs by providing case studies, attending events and adding value to the experience of our supporters as required.
- Contribute to the brand and reach of the charity by working alongside our Marketing & Communications Team when relevant press opportunities arise or when required for social media and online content (including the use of photography).
- Work to objectives, targets and work plans agreed with your line manager.
- Undertake specific projects and other ad hoc duties agreed with your line manager, fulfilling any deadlines, reviews and reporting procedures required.
- Take an active part in the Quarterly review process and participate in training agreed with your line manager.
- Recognise and champion the lived experience of children and young people with bereavement within your work.
- Ensure the health and safety of all colleagues, volunteers and visitors in accordance with Winston's Wish policy.



PERSON SPECIFICATION

Essential

- Ability to be passionate and inspiring when communicating the work of Winston's Wish.
- Excellent copywriting and editorial skills across multimedia channels.
- Experience of processing and turning complex information into compelling and relevant stories and content.
- Strong demonstrable experience of brand management and delivering strategic brand projects.
- A confident brand guardian with experience of developing and implementing brand guidelines, providing clear and well-reasoned feedback on a wide range of creative.
- A confident project manager, able to develop and roll out a strategic marketing plans that reach our intended audiences.
- Lead, enthuse and inspire colleagues at all levels to get behind our brand and marketing activities.
- Experience of managing and motivating a team.
- Ability to show empathy for the children, young people and families we support.
- Curious, creative and innovative, unafraid to challenge the status quo.
- Strong commitment to the values of Winston's Wish – We are caring, hopeful and honest; we respect others and we try new things.

Desirable

- Project management experience.
- Graphic design experience.
- Experience in a similar environment.
- Understanding of child bereavement.
- Experience of using Salesforce CRM System.



BENEFITS



25 days' holiday plus bank holidays (pro rata if applicable), with increase for long service



TOIL for out of hours work



Contributory pension scheme



Company sick pay



Employee Assistance Programme



Life assurance



Training loans



Cycle to work scheme



Enhanced family friendly policies



Safeguarding children and safer recruitment

Winston's Wish is committed to safeguarding and protecting the children and young people we work with. All posts are subject to safer recruitment processes including self-disclosure, the disclosure of criminal records and vetting checks. We have a range of policies and procedures in place which promote safeguarding across the organisation.

Every applicant will be required to complete a self-declaration form at the point of application. This will form a discrete part of the recruitment pack but must be returned, in a sealed envelope or as a separate document, with your application form. Self-disclosure forms will only be read if the candidate is shortlisted and called for interview.

Applications that do not contain a completed self-disclosure form will automatically be disqualified.

All offers of employment are made subject to a few background checks. These will include:

- Two professional references from your most recent employer(s) - covering the last five years
- Clarification of any gaps in your employment history
- Verifying originals of your ID documents, including your right to work in the UK
- Verifying originals of your qualification - where they are an essential requirement for the role
- A police check - satisfactory Disclosure and Barring Service (DBS) clearance



HOW TO APPLY

Please complete our online application form, which can be found at winstonswish.livevacancies.co.uk.

Use of Curriculum Vitae (CVs)

Our policy is to recruit our employees on the basis of their suitability for the work to be done. An application form allows us to compare individuals based on like for like information, and as such we do not accept a CV unless accompanied by a fully completed application form.

Recruitment Timetable

Application deadline: **12th July at 5pm**

Interview date: **26th July**

Interview location: Zoom

Winston's Wish reserves the right to close the vacancy early if we receive a high number of applications for the role before the closing date.

Queries

Please contact us email to recruitment@winstonswish.org or by telephone on 01242 515157 for an informal discussion about this role.

Retention of Personal Information

Please see our Privacy Statement, which can be found at www.winstonswish.org/privacy-statement/.

Equality, Diversity and Inclusion

Winston's Wish is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. Should you require the recruitment pack or application form in a different format, or any other adjustments to the recruitment process, please contact recruitment@winstonswish.org.

