

Job Description

Job Title: Marketing Manager

Location: Flexible working applications will be considered. Regular visits to Cavendish Cancer Care, Tim Pryor Centre, 34 Wilkinson Street, Sheffield will be expected

Accountable to: The Board of Trustees

Reporting to: Head of Fundraising & Communications

Accountable for: Developing and implementing an effective marketing plan aligned with Cavendish Cancer Care's objectives

Job Summary: This is an exciting opportunity to help raise the profile of a local charity that changes the lives of people affected by cancer. This newly created role is ideal for a dynamic and creative individual who can help us to reach more people affected by cancer and raise awareness of the services we provide to support them.

With a strong understanding of marketing, you will oversee the charity's marketing and communications activities, creating engaging and diverse content, and responding to current trends to increase reach and engagement.

You will have strong interpersonal skills, liaising with Cavendish service users and finding ways to share their stories to the public.

Key Responsibilities

- Developing and implementing an effective marketing plan aligned with Cavendish Cancer Care's objectives
- Raising awareness of the charity via a multi-channel approach
- Overseeing content strategy and creating regular engaging content and marketing materials for a variety of channels; taking complex issues and translating them for different audiences to develop impactful campaigns
- Delivering agreed marketing and communications activities that contribute to reaching our strategic goals, driving high profile, ambitious campaigns to reach priority audiences.
- Ensuring that all marketing materials reflect Cavendish Cancer Care's ethos and tone of voice.

- Raising the profile of Cavendish Cancer Care by generating regular, high-profile coverage conveying the impact and breadth of our work.
- Acting as a guardian of our brand, ensuring consistency of message and style in all our communications
- Work with fundraising/income generating colleagues to drive financial growth
- Measuring campaign impact and reporting to Senior Leadership Team

Digital

- Assuming overall accountability for our website and social media platforms, ensuring these channels effectively communicate our marketing messages through current and coherent content
- Taking responsibility for optimization, usability and accessibility of Cavendish Cancer Care's website
- Keeping the website up-to-date; updating news, editorial and creative digital content including text, images and multimedia.
- Monitoring online communications and engaging with audience conversations, when appropriate.
- Using analytical tools to report on digital performance for web, email and social media.
- Managing and reviewing Cavendish Cancer Care social media accounts ensuring all copy is up-to-date and relevant for each platform, including (but not limited to): Facebook, Twitter, LinkedIn, Instagram and YouTube
- Generating and designing a range of content, including videos, graphics and exciting copy which tells engaging stories and inspires action through emails, social and digital media, PPC, paid social, Google ads and the website
- Creating engaging, impactful, and creative content to support fundraising and awareness raising influencing campaigns
- Plan, write content and design the charity's e-newsletter, including service updates and upcoming fundraising opportunities
- Devising and managing innovative social media campaigns to increase social engagement, ensuring suitable mechanisms are in place to effectively evaluate their success
- Developing and managing a content calendar and scheduling posts, ensuring a constant supply of relevant content
- Collating and analysing social and digital media coverage, including producing reports on activity and outcomes, to optimise future digital and social media marketing, content and design

Communications

- Building and maintaining relationships with people willing to share their stories about Cavendish Cancer Care, to be used as case studies to promote our work.
- Collecting and maintaining a database of up-to-date photos and case studies for use in print and digital media.

- Ensure all people telling their Cavendish stories have completed and signed consent forms on where and how their stories can be shared
- Accurately record consent information on our CRM system and update at regular intervals
- Sourcing, designing and printing branded materials as required.
- Ensuring marketing collateral is kept up-to-date including print distribution.

General

- Ensuring databases are kept up to date.
- Providing copywriting and editing support across all internal and external communications to maintain consistent tone, style and messaging.
- Developing elements for Cavendish Cancer Care's promotional activities, including banners, advertising hoardings, posters and other opportunities.
- Being flexible to work some out of hours including attending events, attending some early/late meetings and monitoring social media.
- Complying with all Cavendish Cancer Care policies and procedures at all times
- Protecting the good name and reputation of Cavendish Cancer Care by all reasonable means

Key Deliverables

- Effective contribution to the SLT regarding marketing issues
- Timely delivery of marketing information to SLT and trustees
- Key marketing and communication strategies in place and regularly reviewed
- Efficient marketing processes embedded throughout the organisation.
- Increased reach in Cavendish Cancer Care's marketing activities (clients, HCPs, supporters and customers)
- Increased awareness of our services, including our online groups and courses
- Increased engagement with corporate wellbeing
- Increased engagement with fundraising
- External clarity around what we do, our USP

The post holder may also be required to carry out other duties reasonably expected by Cavendish Cancer Care.

This job description may be amended from time to time to reflect organisational and role developments and needs

CONTRACT TERMS

Contract Status: Permanent, Part-Time

Working Hours: 24 hours per week over 4/5 days

Working Location: Flexible working applications will be considered. Regular visits to Cavendish Cancer Care, Tim Pryor Centre, 34 Wilkinson Street, Sheffield will be expected.

Rate of Pay: £16,640.00 per annum (£26,000 full-time equivalent)

Pension: Cavendish Cancer Care Group Personal Pension Plan, Employer Contribution 3%, Employee Contribution 5%

Annual Leave: 25 days + Bank Holidays pro rata

PERSON SPECIFICATION

Experience	Essential	Desirable
1. Degree or professional qualification in a marketing discipline	X	
2. Three years' marketing experience earned either in-house or as part of an agency	X	
3. Experience within the healthcare and/or charity sector		X
4. Experience of supporting case studies to share their personal stories and writing them up in an engaging way for a variety of different audiences		X
Knowledge	Essential	Desirable
1. Knowledge of SEO, social media and digital marketing	X	
2. Knowledge of website and social media analytics	X	
3. Knowledge of digital/social media fundraising tools		X
Skills	Essential	Desirable
1. Proficiency with software for designing content, including Microsoft Office applications and Adobe InDesign	X	
2. Proficiency with use of website content management systems	X	
3. Proficiency with relationship management systems (CRMs) and/or databases	X	
4. Engaging writing style	X	
5. Experience of video content creation		X
Personal Attributes	Essential	Desirable
1. Excellent planning and organisational skills; experience of managing multiple projects simultaneously	X	
2. Exceptional attention to detail	X	

3. Analytical, with the ability to deliver work efficiently, focusing on return on investment	X	
4. Natural ability to take initiative and happy to work independently	X	
5. Creative with a good eye for design and a confident copywriter	X	
6. Capability to multi-task and deal with the conflicting priorities of a diverse workload	X	
7. Excellent interpersonal skills & the ability to quickly build a rapport & working relationship with stakeholders at all levels.	X	
8. Willingness to travel as necessary throughout the Sheffield City Region (access to car/own transport desirable)	X	
9. Willingness to occasionally work outside office hours, including evenings and weekends.	x	