

The Children's Hospital Charity

Marketing and PR Officer - Marketing Workgroup

The Marketing Workgroup's objective is to position The Children's Hospital Charity as the charity of choice, finding ways to catch - and keep - donors' attention in an increasingly crowded charity environment.

The Children's Hospital Charity, a known and much loved charity, supports Sheffield Children's Hospital, which is one of four stand-alone specialist children's hospitals in the UK, providing world class care for children on it's doorstep and from all over the country. Several UK-wide and international centres are at Sheffield Children's Hospital, with UK leading clinicians forging the way in paediatric care and in research.

The Charity's Marketing and PR Officer's main function is to coordinate the charities PR and marketing communications both on and offline, using strong relationships with existing and new supporters. They will work closely with the Fundraising workgroup members ensuring a joint approach across marketing and press.

They will work as part of a team to deliver the Marketing Plan with the marketing team, ensuring targets identified in the plan are achieved.

Closing Date: 9am Monday 27th November 2017

Interview Date: Monday 11th December 2017

Start Date: w/c 5th February 2017

Charity Registration no. 505002

Job Description

Title of post:	Marketing and PR Officer
Responsible to:	Head of Marketing
Location:	Charity Office, S10 2TH or any office where the charity operates (currently Marlborough House, S10 1DB)
Salary:	£21,420 to £25,500 dependent on experience
Hours:	37.5 hours per week
Date:	October 2017
Contract:	Permanent – 6 months' probation period

Overall Purpose of the Role

- To implement campaigns which underpin the strategy of the Charity both internally and externally
- To project manage marketing campaigns with the Fundraising workgroup members
- Execute strategic plans to drive media coverage locally, regionally and nationally.
- Manage media enquiries, write articles, press releases, and prepare briefing notes to support media activity.
- Coordinate PR opportunities at the Charity and third party events.
- Source, manage and deliver case study stories with sensitivity.
- Generate multi-media and execute online for specific initiatives.
- Deliver the Marketing Plan with the Marketing Team.

Reports to: Head of Marketing

Member of: Marketing Workgroup

Works With: Marketing and PR Assistant

Relationships and Roles:

- To demonstrate the ability to interact and cooperate with all Charity employees.
- To build trust, value others, communicate effectively, drive execution, foster innovation, focus on delivery to supporters, collaborate with others, solve problems creatively and demonstrate high integrity.
- Maintain professional internal and external relationships that meet the Charity's values.
- Proactively establish and maintain effective working team relationships with all internal and external stakeholders.
- Deputise for the Head of Marketing
- To build trust, value others, communicate effectively, drive execution, foster innovation, focus on delivery to supporters, collaborate with others, solve problems creatively and demonstrate high integrity.

Key Duties and Responsibilities:

A. Public Relations

- Manage media enquiries, write articles, press releases and prepare briefing notes to support media activity.
- Strategically place key stories within the project plan and target key titles regionally, national and locally in line with monthly targets.
- To manage and coordinate PR opportunities at charity and third-party events.
- Source and build relationships with fundraisers, patients, friends and families generating case studies.
- Generate content and react to stories which are appropriate.
- Take pictures and film to accompany PR and press opportunities.
- Ensure Safeguarding policies are adhered to whilst managing the parental and other consent forms and databases.
- Identify and build relationships with key media contacts: local, regional, charity, trade, city and broadcast press, ensuring that they are well briefed on the Charity's current projects and supply a regular feed of stories.
- Manage the coordination of award applications which will increase profile awareness and generate media coverage.
- Provide monthly reports of PR activity using a cutting service.

B. Marketing and Communications

- Define, manage, implement and evaluate PR and marketing campaigns, including idea generation, producing collateral and fundraising material, distribution and advertising, all in order to achieve strategic and fundraising objectives.
- Produce artwork where appropriate and work with designers and printers to deliver fundraising and marketing campaigns.
- To conduct market research and competitor analysis.
- Ensure the brand development of the Charity is delivered and adhered to, increasing visibility across the core region and beyond.
- Produce copy for emails, newsletters and literature communicating the Charity's case for support.
- Campaign budget management; analysis and regular reporting on ROI within the agreed budget.

C. Digital Marketing and Social Media

- Manage with the Marketing and PR Assistant the coordination of social media platforms ensuring a coherent approach.
- Maintain and regularly add content to the website to drive traffic.
- Coordinate the production and distribution of the Charity's e-newsletters.
- Provide e-newsletter reports of successful and unsuccessful campaigns.
- Review Google Analytics in order to determine drop off and retention.

D. Data Management

- Manage supporters, case studies and media contacts with CRM.
- Report on supporter profiling in order to ensure effective marketing campaigns.

- Adhere to data protection policies.
- Using the CRM to manipulate the data for email campaigns, ensuring click throughs and responses are monitored.

E. Internal Communications

- Work with the Sheffield Children's NHS Foundation Trust's Communication Team ensuring an effective working relationship.
- Coordinate and ensure messages in the hospital are kept up-to-date.
- Build relationships internally with staff at Sheffield Children's Hospital in order to deliver the charities messages.
- Attend events within the hospital generating PR opportunities.

F. Meetings

- Attend and participate in a variety of meetings in order to manage business activity across the organisation including: monthly whole staff group meetings; team meetings; monthly 1:1s; annual appraisals.

G. Reporting / Accountability

- Media monitoring ensuring targets and KPI's are achieved with regional visibility and recruitment for products and campaigns.
- Provide a written report each month on your area of responsibility's business activity for your Line Manager
- Manage marketing volunteers.

H. General

- Represent the Charity when required, this may include external events or donor presentations.
- Other duties as may be required by the Marketing Manager, Charity Director, Administration and Fundraising workgroups.
- To participate in training and undertake appropriate learning and development, as identified through appraisal and regular reviews.
- Adhere to TCHC's contractual & non-contractual policies at all times. These are outlined in the TCHC staff handbook.
- Adhere to TCHC's No Smoking policy at all times.
- Act in the best interests of The Children's Hospital Charity at all times.

This job description covers the current range of duties and will be reviewed. It is TCHC's aim to reach agreement on changes, but if agreement is not possible, The Charity reserves the right to change this job description. The post-holder will be expected to adhere to relevant professional obligations and Codes of Conduct.

Person Specification: Marketing and PR Officer

Your application must demonstrate your capabilities in relation to each of the criteria listed in the sections below (addressing each point in order). You must address all of the essential (E) criteria and where possible those labelled as desirable (D) criteria.

Criteria		Essential (E) or Desirable (D)	Method of assessment Application (A) Interview (I) Portfolio (P) Exercise (E)
Education	Educated to degree level or with an equivalent qualification	E	A
Qualifications	Qualifications in any relevant subject for the position such as a CIM, NCTJ or CIPR equivalent qualification.	D	A
Experience	Experience in a similar role.	E	A / I / P
	Experience of producing and coordinating press releases and working across various media such as TV, radio and press.	E	A / I / P
	Experience of organising media events and photo calls.	E	A / I
	Experience of building brand awareness and profile.	E	A / I
	Experience of coordinating and delivering digital communications including social media, e-newsletters, website and multi-media.	E	A / I
	Proven ability to strategically place key stories nationally and locally to generate key objectives.	E	A / I / P
	Proven track record of establishing relationships with key media and the confidence and skills to develop more.	E	A / I
	Experience of copy writing, press releases, printed literature and proof reading.	E	A / I / E / P
	Experience of campaign planning, implementing & evaluating projects.	E	A / I / E / P

	Experience writing design briefs, working with designers and printers.	E	A / I / E
	Experience of compiling research and reports.	D	A / I / E
	Experience of using Customer Relationship Management systems and databases (CRM and Content Management Systems).	D	A / I
	Experience of designing artwork in-house with programmes such as Photoshop, InDesign etc.	D	A / I / P
Knowledge	Knowledge of the social media/digital landscape, including emerging platforms, trends in user behaviour and development for key channels.	E	A / I / E
	Knowledge of national and local awards.	D	A / I
	Knowledge of Health and Safety and Safeguarding policies	D	A / I
	Knowledge of the region and market place in order to target specific locations and publications depending on the campaign.	D	A / I
Skills	Self-starter who can lead campaigns to achieve Charity objectives.	E	A / I
	The ability to identify and build relationships with key media contacts, families and fundraisers as well as staff and key stakeholders.	E	A / I
	Strong, accurate writing skills for a variety of audiences and platforms.	E	A / I / P
	Good communication skills, both written and verbal	E	A / P / E / I
	The ability to work to tight deadlines in a fast paced environment managing conflicting demands and deadlines with excellent organisational skills	E	A / I / E
	Proven ability to use ICT equipment and software including Word, Excel, Outlook, CRM Databases and the Internet	E	A / I / E
	Ability to contribute creative and inspiring ideas for marketing campaigns.	E	A / I

Personal Qualities	Team player with a willingness to help others.	E	A / I
	Managing self and relationships with others	E	A / I
	Problem solving and decision making	E	A / I
	Analytical thinking and judgement	E	A / I
	Excellent time management	E	A / I
Other	Commitment to equality and diversity in the workplace	E	A / I
	Desire to fully commit and contribute to The Children's Hospital Charity's vision, values and objectives	E	A / I
	Willingness to occasionally work out of office hours	E	A / I
	Access to your own personal car that is insured for business use	D	A / I
	Willingness to travel to multiple locations across the local and wider region	D	A / I

Marketing and Communications Officer

1. Salary

£21,420 to £25,500 dependent on experience

2. Contract

Permanent – subject to a 6 month probation period

3. Hours

37.5 hours per week. (9am – 5pm / Mon-Fri)

4. Pension Scheme

You will be auto enrolled into a Pension Plan, after a three month postponement period, with an employer contribution of 7% basic pay.

5. Westfield Health

You will be enrolled as a member of the Westfield Health Chamber Primary Health Cash Plan (Level 1).

6. Annual Leave

27 days per annum, plus statutory holidays

7. Probationary Period

All new staff are subject to an initial probationary period which is six months for permanent staff.

8. Supervisions and Annual Appraisal

Supervisions and annual appraisals are conducted regularly for all staff by their Line Manager.

9. No Smoking

We have a policy of no smoking at this workplace (except limited designated areas) which you are required to respect.

10. Disclosure and Barring Service Check

All Charity staff are required to undergo a Disclosure and Barring Service (DBS) check. Satisfactory clearance is a necessary requirement of employment.