

Role Description



JOB TITLE: Senior Marketing Manager

REPORTS TO: Deputy Director of Brand and Marketing

RESPONSIBLE FOR: Marketing Manager [Families + Healthcare]

PURPOSE OF ROLE

This role will lead on the management and delivery of Demelza's marketing campaigns to raise the charity's profile. It will also ensure greater understanding of Demelza's services to increase income, engage healthcare professionals, help more families access our services, and retain and recruit staff and volunteers.

KEY RESPONSIBILITIES

Strategy

- Support the Deputy Director of Brand and Marketing in developing the overarching brand and marketing strategy using internal and external insights.
- Develop and implement marketing plans to meet broader financial and charitable objectives across key business areas including lottery, retail, staff and volunteers, families, and healthcare.
- Manage the marketing budget alongside Deputy Director of Brand and Marketing.

Leadership

- Support the Marketing Manager with all areas of their role including audience review, project management and campaign delivery.
- Deputise for the Deputy Director of Brand and Marketing when required.

Campaign & Project Delivery

- Work with Deputy Director of Brand & Marketing to plan, deliver and evaluate central fundraising campaigns and projects, such as the Christmas appeal and the redevelopment of the website.
- Lead the Digital and Creative teams to develop relevant and engaging content for central fundraising projects to be utilised across owned, paid and earned channels.
- Project manage and regularly report on agreed objectives and KPIs.
- Where necessary, work closely with agencies (and wider team) to deliver effective and integrated campaigns, projects and research.
- Manage the Brand Calendar – liaising with members across the organisation to ensure key opportunities internally and externally are captured and considered when building out campaigns.

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Digital Marketing

- Craft campaign emails and optimise email campaign performance.
- Promote brand consistency for email communications across the organisation.
- Oversee the strategy and update of owned family and volunteer communication platforms: Volunteer Hub and Volunteer Facebook page, Family Facebook page and Family area of the Demelza website.

Organisational Networks

- Collaborate with Creative, Digital and Communications Teams, as well as Fundraising Team, to ensure coordinated approach and maximise impact.
- Develop and maintain strong relationships with wider organisation as well as external stakeholders and identify opportunities for joint working where appropriate.

PERSON SPECIFICATION

- Demonstrate close alignment to Demelza's values.
- IT skills including Microsoft Word, Excel, PowerPoint and Outlook.
- Excellent written and oral communication.
- Excellent people and relationship management.
- Creative, numerate and data driven.
- Customer-orientated approach.
- Awareness of industry trends and ongoing best practice.
- Ability to manage competing workloads and prioritise effectively.
- Strong attention to detail with ability to give, and take, constructive feedback.
- Self-motivator with ability to work independently and as part of a team.
- Proactive approach, with demonstrable problem-solving ability.
- A degree of flexibility to work evenings and weekends when required [events].
- Ability to travel across Demelza's region via own transport, with full driving licence. This is necessary due to the location of Demelza's hospice sites.

REQUIRED EXPERIENCE

- Demonstrable and extensive experience in brand and/or marketing.
- Proven experience in identifying target audiences and leading integrated marketing campaigns.
- Line management experience.
- Successful leader, able to build relationships with a range of stakeholders.

DESIRABLE

- Charity sector experience.
- Professional marketing/communications qualification.
- Knowledge of online project management tool – Trello.

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OUR VALUES & BEHAVIOURS

Employees are required to demonstrate and actively align to our organisational values and behaviours at all times.

Fiercely committed to quality

The families and children we help, and our supporters, deserve nothing but excellence. Each one of us has a vital role to play in providing unique care and support and we always strive to deliver a brilliant service. By working and improving together, we can give even more families a chance to enjoy time as a family, for as long as they have.

Passion, performance and pride

We admit it. We love what we do. We feel privileged to support the families who trust us to care for those they love. And we couldn't be prouder to be part of #TeamDemelza, it's the most rewarding job in the world. We believe in passion, performance and pride – it's how we get the best from each other and deliver exceptional care and support.

Human is our nature

Because we see the person and not the condition, we give each baby, child and family member a service that fits them as an individual. We're all human, and through empathy and understanding, we can provide essential care as unique as the person it's designed for. Our different roles, skills and experiences make us stronger. We value and respect everyone who is part of our story, from the families we help, to the supporters and volunteers who keep us going, to each member of staff.

Always honest, always authentic

We are clear, open and honest with everyone, because we value everyone. It's good to challenge each other, as long as it's constructive – we always look for a positive solution that moves us all forward. We exist to give the best care and support to children and their families and that matters more than anything else.

Innovate, develop and improve

Each member of #TeamDemelza is driven to do better. Through evidence, insight and experience, we're constantly developing and improving to give children and families better care and support. Standing still doesn't get us anywhere. We always look for ways to transform change into opportunity and growth.

Demelza's Values and Behaviours documents are available on request.

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The tasks listed in this job description are not designed to be exhaustive and may vary from time to time according to the needs of the organisation; we expect that approximately 20% of the role will vary depending on the needs of the business at different times of the year. This document will be reviewed in consultation with the post holder as the role and services provided by the organisation develop.

Demelza is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.

All employees will demonstrate commitment to and actively promote Demelza's policy and procedures to value and respect diversity and inclusion in all aspects of their duties and working relationships.

Employees are required to attend mandatory training as required by their role.

Employees are expected to make reasonable efforts attend and engage in development training as part of their role within Demelza. Training may be delivered through a variety of on-site and off-site methods.

All employees are required to participate in staff performance reviews and supervision and to make all reasonable efforts to attend training and staff development as identified and agreed.

Employees must take the initiative to actively seek out training updates required for their role and for mandatory training, within training expiry time frames. Employees can find their current training records on the HR Database.

When working in the office, employees must observe and adhere to office procedures, welcome visitors and assist them as appropriate and respect the confidentiality of all information obtained.

Employees must contribute to the functioning and morale of the team, whilst conducting themselves in a professional and efficient manner.

ISSUE DATE:

REVIEW DATE:

VERSION: