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# **JOB DESCRIPTION**

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| **Role:** | Communications & Policy Manager |
| **Reporting to:** | Chief Executive Officer |
| **Liaises With:** | CEO, Fundraising Manager, Office Manager, Services Co-Ordinator |
| **Salary Scale:** | Band 9, Pay Point 35 - 41 [£31,634 – £37,383] |
| **Hours:** | 35 hours per week (part-time hours considered) |
| **Location:** | Belfast |
| **Date:** | April 2023 |

The Children’s Cancer Unit Charity are dedicated to helping fund the Children’s Haematology and Cancer Unit in the Royal Belfast Hospital for Sick Children. Our aim is to provide the medical team and staff at the Unit with the necessary resources, equipment and support to ensure that children affected by cancer in Northern Ireland have access to the best possible treatment and care.

We deliver support in a number of ways: by funding key roles in the Unit, as well as funding training and professional development for the department staff; by funding vital equipment and infrastructure to the Unit, such as adding 2 new rooms and funding the new ultrasound scanner for the Children’s Hospital; and by providing additional patient care and support, from treats and entertainments, to our Robotics programme, connecting children with their schools, and support for families dealing with the additional pressures and costs that cancer can bring. All of these services are made possible through fundraising and donations.

**ROLE OVERVIEW**

He/she/they will lead The Children’s Cancer Unit Charity’s communications, public affairs, policy, research and parental engagement work, building effective working relationships with internal and external stakeholders.

Working closely with the CEO, he/she/they will lead, develop and deliver an effective communications strategy to help us increase the reach, profile, reputation and influence of the organisation. He/she/they will promote the work of The Children’s Cancer Unit Charity, raise awareness of childhood cancer and its effects on families, and influence improvements for children with cancer in Northern Ireland through excellent targeted media and communications activities, both proactive and reactive.

**MAIN DUTIES AND RESPONSIBILITIES**

1. **Communications**

* Lead the development and implementation of an effective communications strategy, to meet agreed targets and objectives.
* Be responsible for the development of The Children’s Cancer Unit Charity's social media strategy, delivering content and managing user engagement including Facebook, LinkedIn, Twitter and Instagram.
* Working closely with the Chief Executive, develop the key messages, tone and language of The Children’s Cancer Unit Charity.
* Develop and deliver proactive media activities to raise the profile of The Children’s Cancer Unit Charity in all relevant regional, print, online social media and other outlets, in terms of need, of services and to support fundraising activity.
* Build and maintain relationships with relevant media contacts and other external stakeholders to inform and strengthen The Children’s Cancer Unit Charity’s media activity and profile.
* Build and maintain relationships with staff in the Children’s Haematology Unit to inform and strengthen The Children’s Cancer Unit Charity’s key messages and communications.
* Undertake regular and rigorous evaluations and analysis of communications activities to inform future planning and to ensure that The Children’s Cancer Unit Charity learns from its mistakes and builds on its successes.
* Ensure the effective management of all data relating to communications activity, to support all donor care and fundraising, and to ensure the CRM is sufficiently robust to meet the growing demands of the organisation.
* Act as an advocate for The Children’s Cancer Unit Charity specifically with funders and supporters of all kinds (corporates, trusts, individuals, community)
* Keep up to date with developments within the voluntary and community sectors in NI, UK, and internationally to spot trends, potential opportunities and threats.

1. **Marketing**

* Ensure effective marketing plans and budgets are developed for all Children’s Cancer Unit Charity events and campaigns, in line with acceptable levels of return on investment.
* Working closely alongside the Fundraising Manager and Chief Executive to develop tools to support an agreed set of priority campaigns/activities across general public, fundraising supporters and service users.
* Work closely and manage relationships with 3rd parties eg. website, design, print suppliers.
* Work closely with the Fundraising Manager to develop and deliver a donor development strategy, building long-term relationships with supporters to increase life-time value.
* Take ownership of developing and maintaining The Children’s Cancer Unit Charity website to provide suitable information for all relevant stakeholders.
* Ensure that all marketing and communications activities comply with internal and external policies, procedures and legislation, including health and safety, risk management, HR, finance, administration, data protection and regulatory frameworks as well as best practice.

1. **Policy**

* Work closely with the Chief Executive to develop Organisational Strategy.
* Develop strategic partnerships and build strong professional links with external stakeholders (organisations, individuals, politicians and their staff, committee members, public servants across relevant Government Departments and other agencies) to build the profile of The Children’s Cancer Unit Charity.
* Seek to influence key decision makers to inform policy and practice in relation to children’s cancer services across Northern Ireland.
* Develop and produce relevant policy position statements and policy influencing documents and take responsibility for specific policy projects including consultation responses.
* Work closely with the Chief Executive to plan and support the development of robust and relevant research projects within agreed timescales and resource allocation.
* Working with the Chief Executive and Board of Trustees to develop a Children’s Cancer Unit Charity Parent Forum.
* To plan and prepare relevant documents / presentations for internal and external audiences including response to media enquiries.

1. **General Duties**

* To attend regular team meetings
* To represent The Children’s Cancer Unit Charity as directed by the Chief Executive.
* To be available for ongoing professional development/training opportunities
* Maintain a positive working environment, acting as a positive role model to promote team working, respect, innovation and excellence and encouraging cross-team working.
* To be available for planning, review, support and appraisal meetings
* To perform any other reasonable duties and specific projects as assigned by management to contribute to the overall aims of The Children’s Cancer Unit Charity.
* To comply with all Children’s Cancer Unit Charity Policies, Procedure, guidelines and current legislative requirements.

**PERSON SPECIFICATION**

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| **EXPERIENCE / KNOWLEDGE** |  |
| A third level qualification & evidence of continued personal and professional development. | Essential |
| Minimum of 3 years’ experience in a communications and/or marketing role. | Essential |
| Membership of a professional body for example CIPR or CIM | Desirable |
| A proven successful track record of large account & project management within the voluntary sector in the last four years. | Essential |
| A proven track record in planning campaigns to influence behaviour. | Essential |
| Experience of media relations work with a track record of achieving media coverage. | Essential |
| Proficient use of MS Office, CRM and CMS systems. | Essential |
| A proven track record in working with others to devise and implement plans. | Essential |
| Proven experience of writing high quality copy across a variety of online and offline channels with attention to detail and accuracy. | Essential |
| Demonstrable experience of evaluating campaigns and writing reports. | Essential |
| Experience of effective management of online media (web and social) to drive stakeholder engagement. | Essential |
| Demonstrate an awareness of the legislation and regulatory standards as they apply to communications and marketing. | Essential |
| Highly developed negotiation and stewardship skills with a proven track record in nurturing relationships for the long term, raising interest and converting cold contacts into warm leads. | Essential |
| Demonstrable success in project management. | Essential |
| Demonstrate effective approaches to problem solving and decision making | Essential |
| Highly developed communications and presentation skills with experience of a wide variety of people and organisations. | Essential |
| Experience within the charity sector. | Desirable |
| Experience of filming/editing video content | Desirable |
| Experience of Canva/Photoshop | Desirable |
| Experience of Facebook advertising / Google adwords etc. | Desirable |
| **COMPETENCIES** |  |
| Supporter-driven: can develop highly productive working relationships with supporters | Essential |
| Result-driven: with a focus on raising awareness and engagement at agreed and acceptable return on investment | Essential |
| Resilience: does not give up easily and is focused on the agreed outcome | Essential |
| Initiative and creativity: is able to spot and grasp opportunities and is capable of coming up with creative ways to differentiate The Children’s Cancer Unit Charity’s position in the crowded charity market place | Essential |
| Efficiency and effectiveness: manage and prioritise complex pieces of work, operate under pressure to deliver good results when faced with challenges | Essential |
| Communication and influence: can present complex ideas (orally and in writing) in a compelling way and produce excellent written materials | Essential |
| Drive: committed to producing the very best outputs with an ability to persist in pursuing goals despite obstacles | Essential |
| Adaptability and flexibility: is able to work in different environments with a wide range of people and profiles | Essential |
| Confidentiality and empathy: mindful of the sensitivities around the issues affecting children, young people and their families when living with cancer | Essential |

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| **JOB CIRCUMSTANCES** |  |
| Committed to The Children’s Cancer Unit Charity’s aims and values | Essential |
| Ability to travel as required | Essential |
| Driving licence or alternative means of flexible transport | Essential |
| Ability to work unsocial hours | Essential |

This job information is not intended to be either restrictive or definitive. It is important to note that the responsibilities of the post may change to meet the evolving needs of the organisation.

***NB: The organisation reserves the right to enhance the above criteria to facilitate short-listing.***

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**The Children’s Cancer Unit Charity Benefits**

* Standard 35 hour working week (pro-rata for P/T workers)
* 28 days Annual Leave
* 11 Statutory Days
* Fixed Christmas Closure
* Day off for your Birthday
* Flexible Working Opportunities
* Time of in Lieu (TOIL) in compensation for additional hours worked
* Ongoing supervision and support
* Family friendly policies
* Celebration of Individual and Team Success
* Training & Development Opportunities
* Competitive Salary linked to Payscale
* 5% Contribution to Pension Scheme
* Work-related Professional Membership Fees Paid
* Enhanced Sickness, Maternity, Paternity and Adoption Pay
* Employee Assistance Programme
* Mileage Allowance at HMRC Rate
* Free Parking

**Alongside our excellent staff benefits, we will support your ongoing development to build your skills, experience and career opportunities.**