



Children's Hospices Across Scotland

## JOB DESCRIPTION – MARKETING AND COMMUNICATIONS MANAGER

### Job Details

Job Title – **Marketing and Communications Manager**

Location – **Edinburgh**

Responsible to – **Head of Marketing and Communications**

Salary – **CHAS Band 7a**

Job Family – **Manager – Non Care**

### Job Purpose

Working within the culture, ethos and philosophy of CHAS lead, deliver and evaluate a successful marketing and communications programme to grow and develop the CHAS brand, raising awareness of CHAS across Scotland, increasing propensity to support and extending our reach to families who may need our support.

The post holder will be highly creative, with an exceptional talent for telling stories in a compelling and engaging manner, taking into consideration the sensitive nature of our work as a children's hospice charity. As the Marketing and Communications Manager, the post holder will develop and implement creative brand and communications strategies that captivate different internal and external audiences, inspiring and motivating action so that CHAS can achieve its aims. Working closely with cross-functional teams across CHAS, you will ensure that our internal and external communications consistently reflect our unique brand identity, and the authentic stories of the children and families in our care. The Marketing and Communications manager will have exceptional communication skills and an ability to distil complex information in a way that is clear, concise and accessible for diverse audiences. They will have a keen understanding of consumer behaviour, and a passion for leveraging the power of storytelling to build and enhance our brand.

### Main Tasks

- Brand Strategy and Storytelling
- Communications Strategy and Development
- Internal Communications and Relationship Management
- Line Management
- Budget Management
- Volunteer Management

- Administration
- Compliance

## Job Activities

Support the Head of Marketing and Communications with the development and delivery of CHAS engagement strategy

### Brand Strategy and Storytelling

- Devise and execute a comprehensive brand strategy for CHAS, rooted in the art of storytelling to cultivate brand equity, raise brand awareness and increase propensity to support.
- Collaborate with the Campaigns Manager, Digital Engagement and Development Manager, and Digital and Social Media Officer to develop impactful campaigns and initiatives that leverage storytelling to raise awareness, drive engagement, and increase propensity to support CHAS.
- Work closely with the Campaigns Manager to conduct thorough market research and analysis to uncover supporter insights, market trends, and competitive dynamics, using these findings to shape the brand's strategic positioning.
- Evolve the current CHAS brand guidelines to reflect the ongoing evolution of our organisation, encompassing visual identity, tone of voice, and messaging, ensuring cohesive brand representation across all touchpoints.
- Collaborate closely with teams across the whole of CHAS to align initiatives with the brand strategy, maintaining consistent brand messaging and delivering a unified visual and verbal brand experience.
- Monitor brand performance and market trends, identifying opportunities for brand growth and adapting strategies accordingly.
- Supervise brand communication activities, including advertising, public relations, social media, and content marketing, ensuring a strong brand presence in the market.
- Cultivate and maintain relationships with external partners, agencies, vendors, and influencers to facilitate brand initiatives and collaborative endeavours.
- Stay abreast of industry trends, consumer insights, and emerging technologies, leveraging these insights to identify innovative opportunities for brand development
- Write CHAS communication content ranging from press releases to Impact Report ensuring all communication is within CHAS branding and style

### Communications Strategy and Development

- Develop and implement CHAS communication strategy in line with the CHAS Plan, liaising with key staff across CHAS, including the Senior Leadership Team (SLT), the Board, and Strategic Partners where appropriate.
- Work closely with the Policy and Public Affairs Manager to support and amplify key messages and issues that matter to families across the appropriate channels
- Oversee development of a robust crisis communications process
- Develop and deliver an annual content plan, working closely with stakeholders across all directorates in CHAS, making sure that all communications and content milestones are planned for.
- Manage national media partnerships which maximise opportunities to amplify our stories and expand our reach, and support the communication team to develop relationships with journalists and the media

- Support the communications leads to build close relationships with families, care staff and the Family Liaison Manager to sensitively collect and curate compelling stories that highlight the impact of our services
- Lead on developing the team into being strong storytellers and confident CHAS content producers, ensuring protocols are agreed with digital colleagues to support effective coordination and maximum impact of all content going out across diverse internal and external channels
- Support communications team on the day to day delivery of PR and communications activities
- Develop and deliver monthly/quarterly/annual communication and campaign reporting and analysis of impact to inform strategic decision-making across CHAS
- Stay abreast of communications strategies elsewhere ensuring CHAS remains up to date and forward looking in all its communications activities
- Manage and support complex and sensitive interviews and filming with families, staff and volunteers.
- Ensure the CHAS communication function is of the highest professional standard and complies with all relevant legislation, regulation and codes of practice, all CHAS policies and protocols including Health and Safety and Risk Assessment
- Deputise for the Head of Marketing and Communications when requested
- Manage the monitoring and compliance across communication activities and develop responses accordingly, where relevant referring to senior colleagues

### **Internal Communication and Relationship Management**

- Build and maintain effective relationships with all teams across CHAS to identify and maximise opportunities for CHAS communication internally and externally
- Work with cross-functional teams to integrate storytelling into all aspects of CHAS, including but not limited to the People Team, Fundraising, Volunteering, and Campaigns.
- Support the Communication Leads in the hospices in developing strong internal relationships and ensure their roles are fully utilised to strengthen internal communication across CHAS
- Support the further development of internal communication function supporting colleagues across all sites and identifying where improvements can be made
- Ensure teams across CHAS are aware of CHAS brand and style guidelines and supported to adhere to them
- Build relationships with marketing and communications peers across the charity sector and beyond to facilitate idea sharing and learning.
- Provide communications, marketing communications and media, reputation management advice and training to the board, executive team and other senior managers.
- Train and equip staff, volunteers, and key stakeholders with the necessary skills and knowledge to effectively share and amplify our stories.

### **Line Management and Team Leadership**

- Provide effective leadership for the Communication team developing their confidence, competence, career and commitment and managing their performance, absence and appraisals, adhering to the CHAS review procedures

### **Volunteer Management**

- Recruit and manage a team of volunteers, including providing training, day-to-day support, planned supervision and ensuring volunteers feel valued and deliver a quality service

- Develop and support a network of media volunteers able to support CHAS activities

#### **Administration**

- Monitor, analyse, evaluate and report on communication performance, including identifying success and areas for development
- Contribute to the CHAS Plan and the Fundraising and Communication Strategy, through attendance and contribution at appropriate meetings, ensuring continued best practice.
- Actively participate in the development, implementation and maintenance of CHAS policies, procedures, standards and protocols, for own area, identifying areas for innovation and development, ensuring best practice.
- Jointly with the Digital Development & Engagement Manager, oversee the image and assets libraries, including developing a tagging system, ensuring photography policy and branding guidelines are adhered to and catalogue is up-to-date
- Manage relationships with suppliers and oversee such things as the tendering and management of a media monitoring service, ensure the communication team updates press lists and press information on the CHAS website and intranet
- Oversee development of CHAS branded collateral ensuring it is relevant, within CHAS brand and is up to date.
- Develop and oversee budgets, and evaluating the return on investment (ROI)

#### **Compliance**

- Responsible for complying with CHAS policies in terms of line management, ensuring compliance with relevant legislation e.g. trademark, copyright, FRSB

#### **Information Governance**

- Responsible for coaching staff, adhering to and monitoring compliance with the CHAS Information Governance Framework and associated policies and co-operate with CHAS in complying with its legal duties

#### **Health & Safety**

- Responsible for coaching staff, adhering to and monitoring compliance with the CHAS Health and Safety Management Policy and associated procedures and co-operating with CHAS in complying with its legal duties

## **Dimensions**

CHAS provides unwavering care for children who will die young and their families, at every step on this hardest of journeys.

As Scotland's national children's hospice service, we work with stakeholders at local and national levels, the media and the public. The Marketing and Communications Manager will play a key role in developing and delivering on our brand and communications strategies, which are essential in helping us achieve our mission. Specifically the Marketing and Communication Manager will develop the CHAS brand, making sure it is consistently and effectively applied across all internal and external messaging, and support the development and implementation of national media partnerships to extend our reach, enhance our influence and grow our income.

- In performing this role, frequently has contact with the Head of Marketing and Communications, Director of Development and Communications, Digital Development & Engagement Manager, Fundraising Campaigns Manager, as well as Directors, Managers and staff across other departments. Also frequent contact with the media, external sector bodies, professional bodies and suppliers
- Line management of marketing and communications team members
- Responsible for volunteers in Marketing and Communications team
- As a member of the Marketing and Communications team, contributes to the review of CHAS' engagement strategy and to decision-making and development of communication programmes
- Responsible for communication relating to CHAS, especially the development and management of relationships with the media
- Responsible for brand and communication support and advice across the organisation
- Responsible for the development and consistent implementation of the CHAS brand
- Authorised to sign off payments and invoices of up to £1,500

## Decisions and Communications

### Decisions

- Works with a high degree of autonomy within the agreed management structure of CHAS
- On a day to day basis makes decisions on the development and maintenance of CHAS' Marketing and Communications function and associated resources
- Uses own initiative and experience to make decisions regarding CHAS communication and engagement, competing workload priorities, information relayed to other members of the team from the public, press and media and give advice regarding PR issues, consulting with Head of Marketing and Communications/Director of Development & Communications when required
- Decides on/liaises with Head of Marketing and Communications on best course of action regarding good / bad news stories of importance to the organisation
- Decide on press releases and recognise and accommodate the specific needs of broadcast media including supervising and co-ordinating filming / recording on CHAS sites or filming CHAS personnel and service users
- Make decisions on the relevance and appropriateness of the deployment of the CHAS brand across different platforms and channels
- Sensitive decisions and management around sourcing and promotion of photographs, videos and stories, especially where concerning children and families
- Makes decisions on budget planning and effective deployment of budget across the Marketing and Communications function

### Communications

- Communicates regularly with colleagues in the External Affairs and Communication team, the wider Fundraising and Communications Department, departments across CHAS, in particular through the Communication Leads, the hospices/CHAS at Home and externally with suppliers, partners and contractors
- Responds quickly and appropriately to enquiries, including complex and crisis issues, liaising with colleagues in and across teams and advising/seek clearance or authority from Head of Marketing and Communications/Director for Development and Communications, where appropriate

- Regular internal communications with the Head of Marketing and Communications/Director of Fundraising and Communications, all staff including the care team and volunteers, and with families
- Communication with Senior Leadership Team / Board and other key stakeholders as and when appropriate.
- Externally, has responsibility for communication with creative and design agencies, press and media, photographers, journalists, editors, supporters (members of the public)



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## PERSON SPECIFICATION – MARKETING AND COMMUNICATIONS MANAGER

### Education, Qualifications, and Training

#### Essential

- Educated to degree level or with equivalent professional experience in marketing and communications

#### Desirable

- A member of the Chartered Institute of Public Relations or Chartered Institute of Marketing

Method of Assessment – Application Form

### Skills, Abilities, and Knowledge

#### Essential

- Strong storyteller with an expert eye for what makes a good story
- Detailed knowledge of all Scottish and UK media as well as the political and social environment in Scotland, and contacts in these areas
- Excellent written and verbal communication skills, including the ability to craft compelling messages and create engaging content for different media and target audiences.
- Excellent interpersonal skills including the capacity to work with, and influence, senior colleagues within CHAS, and support and advise families who use CHAS services
- Strong communication and negotiation skills including the ability to represent the interests of CHAS effectively and negotiate mutually advantageous agreements with agencies and media partners
- Proficiency in data analysis and interpretation to measure marketing performance, support the optimisation of campaigns, and make data-driven decisions
- Ability to work under pressure and to tight deadlines
- Strong organisational and project management skills

**Desirable**

- Knowledge/experience of video production, from planning through to editing and inclusion in communication programmes
- An understanding of the sensitivities around working with children and families
- Proficiency in digital marketing techniques, including social media marketing, content marketing, SEO/SEM, email marketing, and analytics tools.
- Ability to create and curate high-quality content in various formats, such as articles, blogs, videos, infographics, and social media posts.

Method of Assessment – Application Form and Interview

## Experience

**Essential**

- Strong understanding and experience across the entire marketing and communications mix.
- Experience in managing and enhancing a brand's image and ensuring brand consistency across various channels and touchpoints.
- Knowledge of public relations strategies and practices, including media relations, press release writing, crisis management, and stakeholder communication.
- Demonstrated leadership skills, including the ability to lead a marketing and communications team, collaborate with internal and external stakeholders, and manage agency relationships

**Desirable**

- An understanding of the voluntary sector / or health care provision / local authority

Method of Assessment – Application Form and Interview

## Personal Qualities

**Essential**

- Committed to CHAS core values purpose and ambition, its beneficiaries and donors
- Highly creative and innovative
- Passionate about impact and taking audiences on their own journey with CHAS
- Committed to own/team personal and professional development
- Committed to excellence and integrity in communication practice
- Works cooperatively with colleagues to improve service
- Accountable for self, actions and decisions
- A commitment to working with and supporting volunteers

**Desirable**

- Motivated to work within speciality

Method of Assessment – Interview

## Other Requirements

### **Essential**

- Willingness to travel between CHAS sites
- Full driving licence and access to a car for travelling between sites or to events

### **Desirable**

- None

Method of Assessment – Application Form and Interview