

Job Title:	Brand and Marketing Officer
Job Setting:	Cancer Relief Centre, 5 South Barrack Road, and in the community
Hours:	Full Time – 37.5 hours a week
Salary:	Basic starting £23,480 - scale dependant on experience and qualifications
Reports to:	Fundraising, Communication and Events Manager
Accountable to:	Charity CEO

**Job Summary:**

The post holder will deliver marketing campaigns and event promotion operations, and manage integrated marketing campaigns across the web, mainstream media, social media, and advertising/promotional channels to maximise awareness and engagement with Cancer Relief. Working with the Fundraising, Communication and Events manager and CEO, the Marketing Officer will manage and implement marketing campaigns and assist in the development of the marketing strategy.

The role will be responsible for overseeing planning and delivery of high quality, integrated marketing, and PR campaigns. They will champion and develop the Cancer Relief's charity identity and brand, as well as develop engaging social media and digital web content to help raise awareness among key audiences.

The role will cover a wide range of strategic services and responsibilities regarding PR and communications management including general mainstream media and social media; website maintenance and management through the liaison with external sub-contractors; supporting strategic budget management and procurement relating to the department; strategy planning for future goals in the areas listed above and assistance in the development and review of Standard Operational Policies (SOP) for branding, marketing and public relations.

The post holder will be an enthusiastic and organised administrator with excellent interpersonal, communication and IT skills. They will possess a creative mind and can think innovatively to problem-solve and work to new goals. Ability to collaborate and work well with a team, as well as demonstrate the ability to take initiative and work independently when needed. A capability to manage changing priorities and work to tight deadlines and committed to producing high quality, engaging content.

**Key Working Relationships:**

Internal:

- Charity CEO
- Clinical Services Nurse Manager
- Centre Nurses
- Centre Office Administrator
- Cancer Relief HOS team
- Centre Volunteers
- Trustees and Management Committees

External:

- Supporters (including Individuals, local companies, organisations, grant-making trusts, and foundations)
- Local Cancer Charities
- Service Users
- External Agencies and Contractors
- Local government departments
- Mainstream media outlets

**Key Duties and Responsibilities:**

**Communications and Public Relations**

- Work with the Fundraising, Communication and Events manager to develop relevant, engaging, and timely content, news, and messaging in a professional capacity.
- Create awareness of and develop Cancer Relief as a brand.
- Support in the establishment and protection of Cancer Relief brand and values.
- Identify new marketing trends and utilise own skills to maximise these opportunities.
- Evaluate and review marketing campaigns, marketing performance, advertising.
- Support the development of and implement the annual marketing strategy.
- Establish and implement advertising and promotional campaigns on various media
- Source and develop advertising opportunities
- Write and deliver strong marketing copy for both online and print campaigns, demonstrating solid editing and proofreading skills.
- Coordinating & providing content for the Charity's website with the lead design team.
- Work collaboratively with teams across the organisation to produce fresh content.
- Produce creative content including videos and blog posts.
- Analyse marketing data, communicate findings in presentable formats and adapt work plans accordingly.
- Act as the Charity's Social Media and Website liaison officer relating to the development and management of such platforms and be responsible for the reporting of any reviews, improvements needs or initiatives.
- Accurately identify the appropriate level, type and form of information required by different audiences across different platforms.
- Develop relationships with key stakeholders both internal and external at all levels and demonstrate skilled communication and interaction in developing these relationships.
- Be pro-active in communication both on paper and digital formats in a professional, persuasive, and engaging manner.
- Co-ordinate and facilitate the charity's interface with the public, donors and key stakeholders relating to all the charity's communications and publicity.
- Support the accurate writing and distribution of relevant press releases and charity related articles in collaboration with the Fundraising, Communication and Events manager.
- Prioritise, coordinate, and organise multiple tasks efficiently, with the ability to meet tight deadlines and work independently.
- Demonstrate ability to pick up new skills and ideas quickly, as well as contribute creative solutions to communications issues.
- Be open and inclusive and able to work alongside others with enthusiasm, to achieve the best results, with a positive attitude towards learning and sharing.
- Attend Charity team meetings on a regular basis. Contribute to building effective teamwork in exchanging views, ideas and communicating effectively.
- Demonstrate developed local cultural awareness and ability to work well in an environment with people from diverse backgrounds and cultures.

**Responsibility for Information and Data Protection:**

- Be responsible for confidentiality in line with Charity policy and procedures.
- Accurately input personal data/confidential data using a variety of Charity IT systems in a timely way.
- Strictly adhere to Caldicott, the Data Protection Act and GDPR principles.
- Ensure all information held is kept up to date.
- Shred and destroy confidential documentation in line with Charity policy

**Additional Duties:**

This job description is not intended to be a complete list of duties but is expected to act as a guide to the main areas of key responsibility and as such will include any duties appropriate to the role. All job descriptions are subject to review. Job holders are expected to be flexible and be prepared to carry out any similar or related duties which do not fall within the work outlined. Flexibility to work outside core hours occasionally to support other activities as required. This job description is therefore not exhaustive and is subject to change as indicated by the needs of the Charity. Any review will be undertaken by the Trustees in consultation with the post holder.

**OTHER INFORMATION**

**Unsociable Hours:**

There may be an occasional need for unsociable hours, e.g. attendance at fund-raising events, meetings, and conferences. These hours can be paid at standard hourly rate or taken as time to be owed back.

**Health and Safety:**

To ensure that the agreed procedures are carried out, be aware of the responsibilities placed on employees under the Health and Safety at Work Act, to maintain a safe environment for employees, volunteers, and visitors.

**Data Protection:**

If you are required to do so, any processing or use of information pertaining to staff, patients and/or clients must be held in a fair and lawful way. Data should only be held for specific registered purposes and for the minimum period. It must not be disclosed in any way incompatible with such purposes.

**Equal Opportunities:**

It is the aim of GSCR to ensure that no job applicant or employee receives less favourable treatment on the grounds of sex, race, colour, nationality, or ethnic origins, or is placed at a disadvantage by conditions or requirements which cannot be shown to be justifiable. To this end, GSCR has an Equal Opportunities Policy, and it is for each employee to contribute to its success.

**No Smoking Policy:**

GSCR operates a No Smoking policy.

**Confidentiality:**

All information concerning patients/clients and staff must always be treated as strictly confidential.

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	<p><i>Degree or other comparable higher education accreditation</i></p> <p><i>Relevant training /qualification or administration experience.</i></p> <p><i>Demonstrate excellent written English language and numeracy skills, with an ability to write clearly, concisely &amp; with target audience in mind.</i></p> <p><i>Any organization &amp; administration skills or experience.</i></p> <p><i>Proficient in MS Office &amp; IT skills (Word, Excel, Canva, WordPress.)</i></p>	<p><i>Experience of marketing, communications, or fundraising (in any context)</i></p> <p><i>Experience editing &amp; updating internal databases &amp; website</i></p> <p><i>Knowledge of marketing software</i></p> <p><i>Experience of working in the voluntary sector</i></p> <p><i>Experience in healthcare</i></p>
<b>Skills &amp; Personal attributes</b>	<p><i>Commercial awareness &amp; business acumen.</i></p> <p><i>Understanding of social media &amp; web analytics and a desire to keep up to date with developments in digital</i></p> <p><i>Understanding of marketing techniques &amp; principles</i></p> <p><i>Detail conscious.</i></p> <p><i>Discretion, reliability, trustworthy &amp; confidentiality</i></p> <p><i>Planning, organizing &amp; excellent time management abilities.</i></p> <p><i>Proficient communication &amp; interpersonal skills</i></p> <p><i>Customer-service orientation.</i></p> <p><i>Positive, proactive attitude.</i></p> <p><i>Creative &amp; innovative.</i></p> <p><i>Ability to work under own initiative to prioritize and manage varied tasks.</i></p> <p><i>Initiative &amp; Solution Driven.</i></p> <p><i>Ability to deal with sensitive and stressful situations</i></p> <p><i>Familiar with the use of social media platforms on a professional level.</i></p> <p><i>Ability to work individually and as part of a team.</i></p>	<p><i>Spanish Speaker</i></p> <p><i>Understanding of market research techniques, statistical and data analysis methods.</i></p>
<b>Knowledge</b>	<p><i>General charity and NGO operational awareness</i></p>	