

## JOB DESCRIPTION

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**Job Title:** Marketing and Communications Manager

**Department:** Marketing and Communications

**Reporting to:** Head of Marketing and Communications

**Location:** Head Office and home based

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### PURPOSE OF ROLE:

To effectively manage, develop, and promote the Tenovus Cancer Care brand to current and new audiences through all appropriate marketing and communications channels.

To support and implement the strategic development of the Marketing & Communications department and working collaboratively with colleagues to achieve the charity's aims.

### MAIN DUTIES AND RESPONSIBILITIES

- Work with the Head of Marketing & Communications to support and develop the implementation of the marketing and communications strategy for the Charity.
- Line-manage a team within the department ensuring work delivery meets the organisation's strategic priorities and personal and team objectives are positively met by promoting a values-based performance culture.
- Manage the coordination and delivery of all Charity requirements for marketing materials, both in house and working with external suppliers, to ensure brand consistency with the aim of increasing brand awareness.
- Work with the Head of Marketing & Communications to develop marketing and communication plans and campaigns, identifying and making sure these are delivered with the most impact, in collaboration with relevant departments and colleagues.
- Supervise and support the implementation of the charity's social media content strategy, day-to-day digital content creation, and channel management including website, email, and direct mail.
- Responsible for day-to-day running of our website, working with external agencies and leading on website development and updates, with the aim of improving our site SEO.
- Work in collaboration with relevant colleagues to develop and deliver the Charity's email marketing by advising on content, audiences, and frequency to enhance supporter engagement and create an optimal stakeholder experience within GDPR and fundraising regulations.

- Lead on creative and data-informed marketing and advertising campaigns, providing expert advice and guidance, using platforms and analytics such as Google and Meta.
- Produce and present reports within agreed timelines around performance of marketing & communication activities, providing insight-based advice and recommendations on the best solutions to support the organisation's strategic delivery.
- Support the organisation's commitment to diversity and inclusion in promoting the Welsh language and ensure appropriate representation across our marketing materials.
- Responsible for the planning, coordination, and review of the Charity's paid and free advertising opportunities both digital and print, to make sure best value and impact is achieved.
- Manage budgets for relevant activities, including advertising, and work with and advise other departments of how to allocate their marketing spend.
- Explore new ways to effectively increase brand awareness and collaborate with colleagues to constantly evolve ways of working, representing the team in wider organisational cross-working opportunities as required and being the point of contact when Head of Marketing & Communications isn't available.
- Support staff and advise on copywriting in the charity's tone of voice and act as a brand guardian, ensuring all materials and copy are reflective of the Tenovus Cancer Care brand.
- Responsible for ensuring a consistent tone of voice to amplify our brand identity through our marketing and communications channels.
- Support staff and volunteer training and induction in relation to the Marketing & Communication department's work around topics such as tone of voice, brand awareness and social media policy and guidelines.

Prepared by:

Date Prepared:

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## PERSON SPECIFICATION

	Essential	Desirable
<b>Experience &amp; Knowledge</b>		
Demonstrable experience of working in a similar Marketing or Communications role	●	
Demonstrable experience of writing clear, concise, effective and accurate copy for marketing purposes	●	
Proven experience in delivering impressive performance results when implementing a communications or marketing strategy	●	
Experience of working in a fast paced-environment within a Marketing & Communications role working across multiple projects at the same time as a key player	●	
Demonstrable experience of directly managing a website and online presence to a high level of engagement	●	
Experience of brand management with a proven ability to develop effective marketing messages and materials	●	
Line Management of supervisory experience of staff and / or volunteers	●	
Previous experience of using digital and social media advertising such as Google or Facebook Ads to support marketing campaigns and events and analysing their produced data	●	
Knowledge of Adobe Creative Suite products, in particular Photoshop		●
Previous experience of using a 3rd-party e-newsletter system such as Mail Chimp	●	
Experience of working or volunteering in a similar role in the Third Sector		●
Previous experience of data segmentation and targeting as well as using databases or CRM systems		●
Able to demonstrate a good understanding of the very latest marketing and communications tools and techniques	●	
<b>Skills, Aptitudes &amp; Abilities</b>		
Creative thinking, with the ability to identify opportunities, expertly advise and challenge appropriately to create workable plans	●	
Excellent copywriting and proof-reading skills, with an accessible and engaging style, including the ability to translate jargon into user-friendly copy while retaining accuracy	●	
Strong organisational skills and keen attention to detail, in order to plan and schedule multiple projects, respond flexibly to change, opportunities, and hit deadlines	●	
Excellent interpersonal skills and ability to communicate with people at all levels, adapting style of communication appropriate to the person/team/organisation they are dealing with	●	
Find solutions, be resilient and respond well to pressure with the ability to deal effectively with multiple projects at the same time	●	
Ability to communicate through the medium of Welsh or a willingness to learn		●

## **FLEXIBILITY STATEMENT**

In addition to the duties and responsibilities outlines, you must be prepared to undertake such additional duties which may result from changing circumstances, but which may not of necessity change the general character or level of responsibility to the post.

## **CONFIDENTIALITY**

Ensure, in the course of employment, complete confidentiality is maintained in respect of the Charity, its dealings, transactions, affairs and all other information relating to clients, participants, associates, staff etc. and to ensure that all information relating to the above is processed in accordance with the Data Protection Act 2018 and the EU General Data Protection Regulation ('GDPR')

## **COMPETENCE**

You are responsible for limiting your actions to those which you feel competent to undertake. If you have any doubts about your competence during the course of your duties you should immediately speak to your line manager.

## **RISK MANAGEMENT**

It is a standard element of the role and responsibility of all staff within the Charity fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

## **HEALTH AND SAFETY REQUIREMENTS**

All employees of the Charity have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable the Charity to meet its own legal duties and to report any hazardous situations or defective equipment.

## **SMOKING**

All employees, whilst in Tenovus Cancer Care's employment, are required to adhere to the Charity's no smoking policy. Any breach of this policy will be deemed as gross misconduct.

## **WORKING WITH VOLUNTEERS**

All employees, whilst in Tenovus Cancer Care's employment, may be required to recruit and manage volunteers. This is an expectation for all roles at Tenovus and full support will be provided by Tenovus' Volunteering department.

## **EQUAL OPPORTUNITIES**

The Charity is committed to providing equal opportunities in employment and to avoiding unlawful discrimination in employment and against customers. All employees are expected to promote equal opportunities for staff and clients in accordance with the Charity's Equal Opportunity Policy and Procedure.

**VALUES** The charity works within a culture that reflects the following values – Respectful, Bold, Creative, Supportive and Inspiring. All employees are expected to demonstrate and reflect these values in their day to day activities.