

Marketing and Communications Manager (part-time - 0.6) Recruitment Pack

Closes: Thursday 12th January 2023 9am

Interview: 1st stage: Tuesday 17th January 2023 (in person)

2nd stage: Friday 20th January - pm (online)



Letter from Director of Fundraising and Communications

Dear Applicant,

Thank you for your interest in joining World Child Cancer's Fundraising Team.

We are a passionate and results driven team with a genuine desire to innovate, collaborate and raise awareness to support children with cancer and their families across the world. We have an ambitious target to reach 16,000 children per year by 2025 and a key way for us to achieve that is through increasing our visibility and brand awareness.

At World Child Cancer, we deliver amazing programmatic work and have a strong case for support with inspiring stories to tell.

We currently raise over £2m each year and have ambitions to grow to £5m by 2025 and increasing our profile, along with an increase in reach and supporters, is one of the key drivers of this growth.

The successful applicant will lead on all aspects of World Child Cancer's Marketing and Communications strategy. We would be excited to work with you to develop your ideas to increase the brand and profile of World Child Cancer.

We have great benefits, including flexible working, a generous pension package and the cycle to work scheme.

If you are excited by this opportunity and have the ambition and drive to help us achieve our goals, I would love to hear from you.

Please email to arrange a time to discuss the role or send your application to:
zoe.macalpine@worldchildcancer.org

Yours sincerely,

Zoe Macalpine
Director of Fundraising and Communications

About World Child Cancer

Over 400,000 children worldwide develop cancer each year. Childhood cancer is often curable, with an 84% survival rate in high-income countries. However, in many low-income countries survival rates are 10% or lower with many children never even receiving a diagnosis, instead they die of a mystery illness without even palliative care.

The main reasons for this discrepancy are children not being diagnosed and referred, the lack of high-quality treatment (there are often just one or two hospitals in a country capable of treating childhood cancer) and families either rejecting starting treatment or abandoning it for economic or cultural reasons part way through.

As child mortality reduces across the world the proportion of childhood deaths due to cancer are increasing. In middle-income countries such as Brazil it is now the second biggest cause of death after accidents for 5-14-year olds.

In response, in 2018, the World Health Organisation (WHO) announced the WHO Global Initiative for Childhood Cancer which aims to double the current global cure rate to 60% by 2030, saving an additional one million lives. World Child Cancer has been invited to join various WHO working groups to implement the programme.



Our **vision** is a world where every child with cancer has equal access to the best treatment and care. World Child Cancer improves the diagnosis, treatment and support of children with cancer in low and middle-income countries and provides support to their families.

We achieve this through health partnerships between the hospitals we work with in low and middle-income countries and leading childhood cancer units in high-income countries.

These partnerships, together with staff training and mentoring, provide valuable transfer of expertise which builds the sustainable capacity and knowledge of doctors and nurses in-country. We also develop holistic care for families, support treatment costs, provide ward equipment and fund essential staff posts. To effect long term change, we also deliver awareness-raising programmes and liaise with policy-makers at home and abroad.

We currently work in thirteen countries across Africa, Asia and Central America. Since we started working in Ghana in 2010, we have more than tripled the number of children diagnosed through our programme and more than tripled survival rates, which means that ten times as many Ghanaian children now survive cancer each year. In 2019 we launched an exciting new partnership with UBS Optimus Foundation to develop a centre of excellence in Ghana to train the next generation of paediatric oncologists for west Africa and beyond.

Job Description

Job Title: Marketing and Communications Manager

Reports to: Director of Fundraising and Communications

Overview

This exciting role will develop and lead on key elements of our communications strategy.

This includes our digital infrastructure including website, email, social media and paid digital marketing, internal and stakeholder communications, proactive and reactive PR, and storytelling and content creation.

Working closely with our Director of Fundraising and Communications, the post holder will be responsible for building on the reach and reputation of World Child Cancer with a focus on our key audience targets. The role holder will take the lead on creating engaging digital content and the social media strategy.

Working across the organisation, the successful candidate will be a creative self-starter, able to drive projects forward and bring people together to meet communications objectives as well as support on fundraising activities.

This is an amazing opportunity to really make your mark and support children with cancer.

Key elements of the role

The Marketing and Communications Manager delivers communications to key audience groups, such as corporate partners, funders and individual supporters, targeted public audiences and journalists. They will help maintain and build World Child Cancer's reputation across its communication channels.

The post holder will be an excellent writer and editor and will write, edit, coordinate, and publish content across various channels, including the website, social media, and within printed and online marketing materials.

This will involve working with the Director of Fundraising and Communications, leading on all communications and marketing for the Charity and ensuring consistent World Child Cancer branding is used across all channels.

Website

- Develop, manage and update content for website and any related blogs, as well as providing training to other members of the team to update the website
- Produce regular reports monitoring website performance using Google Analytics and make subsequent recommendations to maximise the website's potential
- Increase website visibility through effective SEO writing and using the Google Ad Words Grant

Social media (paid and organic)

- Line-manage the Marketing and Communications intern to manage World Child Cancer's social media accounts day-to-day and schedule posts when needed
- Create a social media strategy to grow supporter engagement
- Develop strategic communications, social media campaigns and digital content that will help further organisational goals, e.g. around key fundraising and other campaigns
- Produce monthly reports detailing social media activity and identifying trends and opportunities to meet reach and engagement targets

Email marketing

- Manage the Mailchimp email marketing platform and drive continual improvements
- Draft fundraising emails with the support of the fundraising team

Paid marketing and analytics

- Manage paid digital marketing activity from conception to delivery
- Maximise all digital channels and platforms to increase the reach of our campaigns and supporter engagement
- Where capacity allows, implement the digital road map designed to increase brand awareness, drive web traffic, and ensure an engaging presence online

Stories gathering

- With the support of the Programmes Team intern, oversee the management of a stories database, actively collating stories, and images, gaining consent and ensuring ethical representation
- Work with programmes team to collect compelling and relevant stories

Brand, copywriting and design

- Ensure consistent World Child Cancer branding is used across all channels
- Help maintain and build World Child Cancer's reputation across its communications
- Act as a brand champion internally championing our values
- Update the Annual Review and/or Impact Report with support of a freelancer or pro-bono company support where possible
- Write creative briefs as required for external and internal audiences, dealing sensitively with those whose personal experiences might be featured, and liaising with external freelancers to produce content where possible
- Manage an intern to maintain library system for photography, film and stories

Internal Comms

- Take responsibility for pulling together monthly updates for all staff, incorporating fundraising, marketing and programme updates

Other

- Participate in cross-functional projects as required
- Manage any volunteers and interns as required
- Manage relationships with freelance creatives and consultants as required
- Help market and run forthcoming events both online and in-person

Person Specification

	How demonstrated (Application, Test, Interview)
Essential	
Excellent verbal and written English communication skills	A,T,I
Proven working experience in digital marketing with strong understanding of social media management and strategy	A,I
Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and inspire	A,I
Email marketing, especially in a fundraising context	A,I
Working knowledge and experience of using website content management systems such as Wordpress and solid knowledge of website analytics tools (e.g., Google Analytics)	A,I
Strong analytical skills and data-driven thinking	A,I
Demonstrable expertise in copywriting for fundraising, marketing and communications materials with confidence translating complex information into key messaging that meets audience needs	A,T,I
A positive team player, with a keen ability to build strong working relationships with in-country programme staff, donors and other stakeholders	A,I
A proactive attitude, an ability to work under their own initiative, and effectively time manage a varied workload	A,I
Strong IT skills using the Microsoft Office package	A, I
A demonstrable interest and commitment to working with marginalised populations and an understanding of issues surround ethical representation and consent, particularly in relation to children	A,I
A willingness to travel within the UK and abroad when required	A, I
Desirable	
Educated to degree level or equivalent	
Experience of managing staff and/or volunteers	
A proven track record of setting and managing budgets	
Experience in optimising Google Ads campaigns	
Experience using email marketing programme such as Mailchimp	
Experience managing events both online and in-person	
Experience with social media scheduling software, such as Hootsuite	
Knowledge, experience, and expertise in a press or PR environment	

Terms of Employment

Hours: 21 hours per week (Mondays and Fridays in the office)
Office location: Hatton Garden and Tower Bridge – locations tbc
Contract: Permanent (after 6 months' probation)
Salary: c£36,000 (depending on experience)
Annual Leave: 25 days, 8 bank holidays and an additional day at Christmas
Pension: 8% employer contribution after 3 months (employee contributions optional)
Other: Opportunity to participate in the cycle to work scheme

How to apply

To apply for this position, please provide your CV including details of two referees and a supporting statement (maximum 2 pages) that addresses the “**essential**” criteria in the Person Specification.

As strong written communication skills are one of the criteria, we will be looking for evidence of this in your supporting statement and layout of your CV.

Applications should be emailed to: zoe.macalpine@worldchildcancer.org with “Marketing and Communications Manager” in the subject line.

Timetable

Closing date for applications:	Thursday 12 th January 2023 9am
First interview – in person:	Tuesday 17 th January 2023
Second interview – virtually:	Friday 20 th January 2023

The successful appointment is subject to a satisfactory criminal records disclosure and written references.

If you have any queries or wish to have an informal discussion, please contact Zoe Macalpine at zoe.macalpine@worldchildcancer.org