



Life is precious

Supporting children to live life to the full and
make memories for the whole family to treasure

Application Pack

Marketing & Communications Manager



A Charity Registered in Scotland SC042643
A Charitable Company Limited by Guarantee Registered in Scotland SC465466

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June 2022

Dear Applicant,

Marketing & Communications Manager

Thank you for your interest in the above role.

Charlie House is a locally based children's charity which engages in activities and projects to support children with life-limiting and life-threatening conditions, and their families, in North-east Scotland. During COVID, all of our services were provided virtually including regular live and on demand activities, support session, pre and post-bereavement sessions and as well as gifting items to families to support them during shielding and isolation. We are delighted, as restrictions finally start to ease, to continuing to work and support the families face to face.

We are looking for an experienced Marketing & Communications Manager to lead the marketing and communications functions of Charlie House and foster a deep understanding of the Charlie House core proposition to its audience segments. In this role you will also devise and implement experiences that nurture and inspire engagement and support of our long-term goal of providing a specialist support centre in Aberdeen.

We are looking for someone who has experience in a similar role and as passionate and enthusiastic as we are about helping these very special children live life to the full. If you feel that you can help us to deliver our goals, we look forward to receiving your application.

Kindest Regards,

Tracy

Tracy Johnstone
Chairperson

Charlie House



About Charlie House

Grampian Children's Respite Care was established in late 2010 to address the identified difficulties in accessing appropriate care and support for children and young people with life-limiting and life-threatening conditions, and their families, in the North-east of Scotland. The charity was launched officially in January 2013 after securing charity registration and the support of NHS Grampian and Social Care professionals in the area for our proposed projects.

In the very early days, we commissioned research into caring for a child with a disability. The Carers Report highlighted the difficulties of caring for a child with a disability and the impact on finance, relationships, health and well-being of the whole family. This report echoed many other studies conducted both in Scotland and across the UK by charities such as Carers UK and Shared Care Scotland. It is widely accepted that supporting carers with their caring role means that they can care better for longer and improve the well-being of the whole family.

Children with life-limiting and/or life-threatening conditions, more often than not, experience a degree of social exclusion as they are not able to take part in everyday activities that others their age can. They have limited opportunities for making friends, enjoying activities and having fun. The whole family becomes more socially isolated than most and are often dealing with stressful caring situations without access to appropriate support.

Our Purpose and Vision

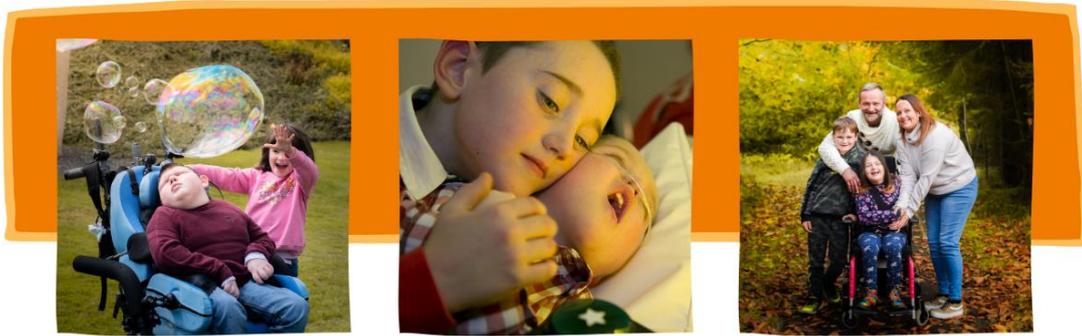
The charity is known publicly as Charlie House; its purpose is to engage in activities and projects to support children with life-limiting and life-threatening conditions, and their families, in North-east Scotland.

Our vision is that all children with life-limiting and life-threatening conditions in North-East Scotland receive the support they require. Every child should receive a smooth transition from hospital to home, practical and emotional support for themselves and their family, access to inclusive activities, help to live life to the full and make memories for the whole family to treasure.

Our mission is to improve quality of life for babies, children and young people in the North East of Scotland who have life-limiting or life-threatening conditions and to provide support to their families

Future Plans

In the short term, our plans are to expand the activities available, establish further sibling and parent carer support groups and expand our community team. In the long term, we will be progressing our plans for a Specialist Support Centre in Aberdeen. For more information on Charlie House visit our website www.charliehouse.org.uk, check out our Facebook page or follow us on Twitter @CharlieHouseHQ.

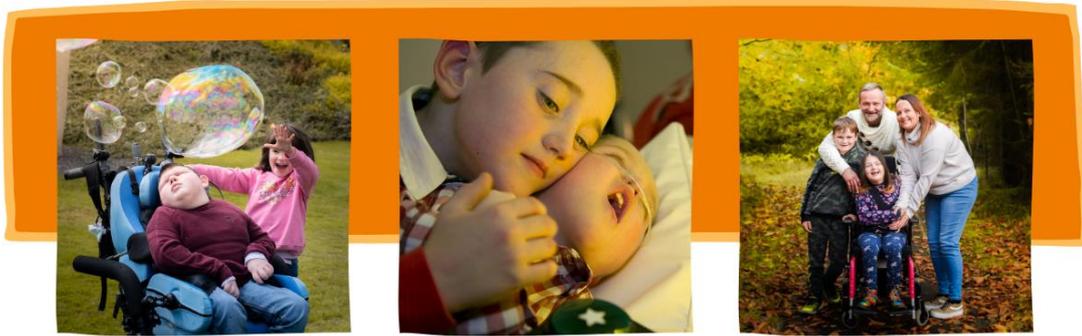


Role Profile

Position	Marketing and Communications Manager
Type	Permanent
Hours	Full-time 37.5 hours per week (With a requirement for occasional unsocial hours for events, networking etc.)
Location	Charlie House, Aberdeen
Reports to	CEO
Role purpose	<p>The purpose of this role is to lead the Marketing and Communications functions of Charlie House and foster a deep understanding of the Charlie House core proposition to its audience segments. The role will also devise and implement experiences that nurture, engage and inspire engagement and support.</p> <p>As well as leading all campaigns and appeals, the role is responsible for overseeing the delivery of initiatives to grow both one-off and regular support and reduce the time it takes for families to access our services.</p> <p>The role is also responsible for evaluating the effectiveness of Charlie House appeals and campaigns based on donor insights, lifetime value and return on investment.</p>
Responsibilities	<ul style="list-style-type: none"> • Develop and manage the annual operational plan and budget for Marketing & Communications. • Develop and manage the Marketing & Communications Strategy • Manage and lead a small team <p>Marketing</p> <ul style="list-style-type: none"> • Deliver well informed multi-channel marketing strategies across all audience segments and communication channels (print, broadcast and online platforms) • Identify, craft and test new initiatives, campaigns and appeals to reach families, and secure and upgrade support from new and existing audiences • Create and implement Charlie House supporter care communications strategies, leading all communications activity to forge strong connections between supporters and Charlie House • Create and implement automated supporter journeys and other cross-channel activities to improve retention and maximise the lifetime value of Charlie House financial supporters



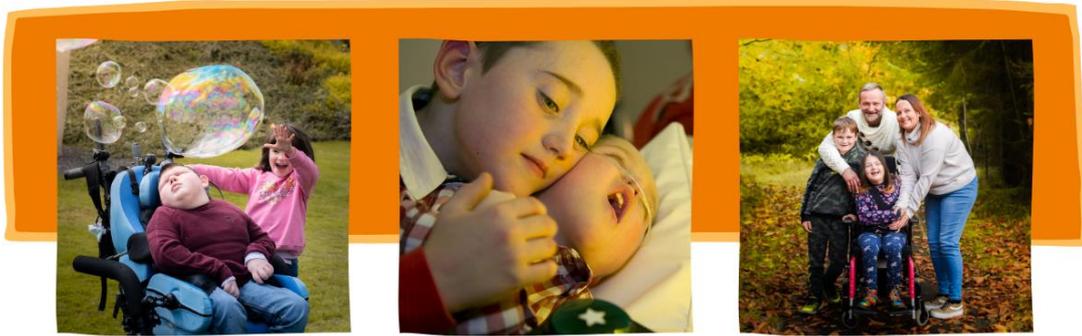
	<ul style="list-style-type: none"> • Analyse and identify the behaviours and patterns that sustain their engagement and support of Charlie House • Monitor and track key direct marketing metrics and identify key trends to inform future campaigns and activities, and increase lifetime value and retention of the Charlie House supporter base • Ensure business processes, technology, systems and reporting is in place to maximise success, directing multidisciplinary teams in line with agreed plans (inc Marketing Cloud, website, Salesforce and Enthuse) <p>Website</p> <ul style="list-style-type: none"> • Work with external agency to maintain and generate exciting content for the main website and Big Build microsite, increasing interaction and income generation. • Analyse and provide regular status reports. <p>Communications</p> <ul style="list-style-type: none"> • Act as the lead Charlie House Brand Manager to ensure all communications activity is consistent with our Brand Guidelines • Manage all PR on behalf of Charlie House. • Lead the production and distribution of supporter communications and Charlie House publications Develop and manage content based Social Network strategy and oversee output including content creation (blogs, video and infographics). • Analyse and provide regular status reports. <p>General</p> <ul style="list-style-type: none"> • Outstanding written and verbal communication skills. • Work with external agencies and suppliers • Providing marcomms support to other departments where required and relevant to achieve organisational goals • Ability to manage and prioritise a varied workload, working under pressure to tight deadlines. • Ability to manage multiple inputs and develop strong team working relationships • Demonstrable leadership skills • Excellent collaborative and team skills. • Strong interpersonal and networking skills. • Good computer skills and database knowledge.
Key external contacts	Marketing, digital and PR agency, design agency, press and media, print companies
Key internal contacts	CEO, Chairperson, Director of Fundraising, Fundraising Team, Services Team, Board of Directors



Financial dimension	<p>Responsible for developing and managing the annual marketing and communications budget.</p> <p>You will be responsible for delivering specific financial target incomes annually as set out and agreed in the 5 year Strategic Plan, Marketing & Communications Strategy and Annual Budget.</p>
Other considerations	<p>Ensure regulatory compliance – with internal policy and procedure alongside external requirements e.g. health and safety, fundraising and marketing standards, practices and policies.</p> <p>You may be required to occasionally work out with normal office hours to attend meetings or events. You may also be required to travel throughout the North-east although expenses are covered and time off in lieu is given where possible.</p> <p>Promotion of Charlie House is an integral part of the role, and as such, you may be required to feature in our magazine, articles, website and social media.</p>
Holiday entitlement	28 days annually plus 5 fixed public holidays

Person Specification

Qualifications	<ul style="list-style-type: none"> • Marketing & Communications degree or equivalent experience. • Full UK driving licence.
Essential experience	<ul style="list-style-type: none"> • A proven track record of implementing a Marketing Strategy • A proven track record of employing techniques including digital, social media and supporting internal and external communications • Intimate understanding of traditional and emerging marketing channels. • Familiarity with the latest trends, technologies and methodologies in graphic design, web design & production • Must have experience leading and motivating a team
Desirable experience	<ul style="list-style-type: none"> • Worked in the third sector • Direct marketing experience
Essential skills & abilities	<ul style="list-style-type: none"> • Organisational, planning and creative skills. • Ability to think creatively and innovatively. • Ability to work under pressure and towards deadlines. • Excellent written and verbal communication skills.



Application Procedure

How to apply

To apply for this post, please read the attached information, role and person specifications carefully. If you feel that your skills are suited to the needs of the role please send or email your CV, with two references and an informative covering letter to include a statement identifying any relevant skills, experience and abilities that match the specifications required to:

kerry@charliehouse.org.uk

Closing Date & Interviews

The closing date for this post is **Thursday 7th July 2022**, with interviews scheduled to take place w/c 11th July 2022.

References

Please give the names and addresses of two people who can provide an assessment of your suitability for this post. **One should be your current or most recent employer.** References will not be taken up until the position is offered and accepted.

Work Permit

If you require a work permit to work in the UK please inform us in your covering letter.

Data Protection

All information provided will be kept in accordance with the requirements of the Data Protection Act.