

## JOB DESCRIPTION

<b>Job Title:</b>	Communications and Marketing Coordinator
<b>Location:</b>	To be based primarily at The Fundraising Office in The Hamar Centre at the Royal Shrewsbury Hospital. Travel to our offices in Telford and Newtown, and around the region will be required, and the post holder will have the opportunity to work from home as appropriate.
<b>Reports To:</b>	Communications and Marketing Manager
<b>Working Hours:</b>	37.5 hours per week. Hours usually worked between 8am and 6pm Monday-Friday to meet the needs of the organisation. This role will include occasional evening and weekend work (time off in lieu given).  We will consider a 30-hour contract for the right candidate.

### **Main Purpose of the Role**

To work as part of the wider Fundraising and Communications team to help develop our supporter base, increase engagement with the charity, and increase our fundraising efforts using a variety of marketing, research, storytelling, and communications tools.

To use excellent written skills to help share the stories behind the people and the charity, and share stories across traditional and online media, the charity's own digital platforms, and manage our social media output.

To work with the wider team, as well as our supporters and volunteers to help increase awareness of, and engagement with, Lingen Davies Cancer Fund's charitable work, including internal projects and external grant making.

Use design skills to create content on Canva and other platforms to deliver general promotional flyers and materials for events adhering to brand guidelines and assist with general promotion of LD events and fundraising initiatives.

To work with both the internal team and external agencies to deliver content while operating within the ethos and values of the charity.

## **KEY ROLE AND RESPONSIBILITIES**

### **Supporting Creative and Effective Communications and Marketing**

- Collaborate with colleagues to ensure planned communications activity is carried out to meet agreed deadlines and to reach the widest audiences
- Work with the comms team to plan out timely and effective marketing of events and key charity messages, and increase interaction with the charity on social media, our website and other digital platforms.
- Support general brand awareness activities including in-person events
- Assist with the creation of materials – posters/flyers/graphics to promote events/charity-wide activities using brand guidelines.
- Carry out relevant research to further the promotion of events and fundraising activities.

### **Delivering High Quality Digital Content**

- Ensure all digital activity follows the charity's brand guidelines, aims and objectives.
- Plan, create and schedule social media campaigns for our events to generate and increase interaction.
- Work with colleagues to ensure stories and campaigns are talked about across our digital channels and traditional media. This will include discussing peoples' experiences of cancer, and empathy and sensitivity will be essential.
- Assist in keeping the website up to date with relevant news stories and events updates.

## **MAINTAINING GOOD PRACTICE**

### **Maintaining Good Practice**

- Maintain excellent knowledge of digital fundraising trends and events marketing in our sector, including comparisons to competitors.
- Use analytics and audience insights to develop the accuracy of content to target audiences and improve engagement.
- Have an understanding of Data Protection Regulation legislation, and work with colleagues to ensure our activities are compliant with this
- Develop excellent working relationships with the team to share opportunities communicate supporter relations and donations

- To safeguard and promote the public image of Lingen Davies Cancer Fund at all times

## **RESPONSIBILITIES OF ALL STAFF**

- To embrace the Lingen Davies values and work with these in mind
- To contribute to the general success of the charity, supporting colleagues and contributing to a positive working environment
- Work collaboratively with colleagues from across the charity to share ideas, contacts, and opportunities
- Represent Lingen Davies at external meetings where relevant
- Be available for and represent the Lingen Davies Cancer Fund at events, cheque presentations, etc.; addressing audiences as appropriate and promoting the charity
- Carry out other tasks that are within the scope, spirit and purpose of the role

## **Key relationships**

- The post-holder will report to the Communications and Marketing Manager
- You will work routinely with colleagues across the charity, in particular members of the Fundraising and Communications Team
- You will need to engage with external stakeholders as required.

## **PERSON SPECIFICATION**

### **Qualifications**

- Educated to A Level/NVQ Level 3 standard or be able to demonstrate equivalent professional experience.
- Ideally, a nationally recognised communications/marketing qualification and/or member of a nationally recognised fundraising/marketing body

### **Knowledge, Experience and Skills**

- Possess excellent written skills and working knowledge of media relations
- Understand the interviewing and storytelling process and use skills to sensitively capture and reflect patient experience
- Substantial experience in using all social media platforms, including LinkedIn

- Knowledge of SEO
- Experience of planning and evaluating of projects
- Be comfortable working in a busy, fast-paced environment with multiple priorities
- Experience in managing digital paid media fundraising and events promotion activities
- Experience of developing and delivering communications and engagement strategies
- Experience of maintaining websites, using WordPress or similar system
- Video/photography skills
- Experience of using online software to create visual material – eg Canva/Adobe
- High level of interpersonal skills with strong verbal communication skills
- Ability to prioritise workload and meet deadlines using own initiative
- Good IT skills, including use of Microsoft Office and relevant online programmes

### **Values and Personal Attributes**

- Resourceful and adaptable
- Friendly, positive and professional
- Able to work without direct supervision, using initiative and judgement
- A team player, with a willingness to support the overall activities of the charity
- Commitment to ongoing learning and personal development
- Enthusiastic about the value and contribution of the charity sector in civil society
- A genuine desire to make a positive difference to lives affected by cancer in Shropshire, Telford & Wrekin, and Mid Wales
- A willingness to working within the Lingen Davies Values:
  - Ambitious and Committed
  - Honest and Resourceful
  - Experienced and Progressive
  - Friendly and Supportive
  - Proud to be part of our amazing community

This role requires the flexibility to work occasionally outside of office hours, both at weekends and during the evenings.

The role involves some travel across our region of Shropshire, Telford & Wrekin, and Mid Wales. Therefore, a full, clean driving licence with access to a vehicle insured for business use is required.