

Job Description

Director of Marketing and Communications

Reports to: Chief Executive

Location: Head Office Milton Keynes MK5 6LB

Salary: c. £60,000

Hours of work: 9 – 5 plus reasonable additional hours necessary to perform duties

Line management: Head of PR & Communications, Marketing Manager, Digital Marketing Manager, Website and SEO Manager, Assistant Graphic Designer

Key relationships:

Internal: All levels within the organisation, across all functions and in particular working with the Director of Fundraising & Supporter Care to drive income growth and the Director of Research, Policy & Innovation to develop and implement our research communication strategy and communicate our key campaigning messages

External: Supporters, Research Centres, Media, Celebrities, Suppliers, Consultants, Parliamentarians, Researchers, Clinicians, Government, Other charities, Corporate and other donors

Background:

Brain Tumour Research was established in 2009 as a collaboration of 14 charities coming together, determined to raise awareness and increase funding for vital research. Despite brain tumours being the leading cause of cancer deaths in children and adults under the age of 40, brain tumour research was and sadly remains woefully underfunded receiving just 1% of the national spend on cancer research in the UK since records began in 2002.

Brain Tumour Research aims to provide a sustainable level of funding of £1m per year to seven dedicated brain tumour research Centres of Excellence across the UK in collaboration with member and other charities and through leveraging funds from national funding bodies.

Recognising that no one brain tumour charity or group of charities can find a cure alone, both government and pharmaceutical companies need to get involved. The second strategic aim is to build on the successful lobbying that the member charities had achieved (including the establishment of the Brain Tumour All Party Parliamentary Group in 2005) and influence the growth of the market for brain tumour research funding to £35 million to achieve parity with breast cancer and leukaemia.

The first eight years of operation saw strong income growth, which started to plateau in 2017. Income was hard hit by the coronavirus pandemic in the summer of 2020. In June 2020, we recalibrated our organisational strategy and have set a target of raising more than £10 million a year by 2025, with the year ending June 2021 exceeding initial expectations, having embraced digital marketing and virtual fundraising.

Brain Tumour Research is strengthening the leadership team and expanding its digital marketing and communications function. We wish to recruit an experienced, energetic,

professional hard-working and hands-on Director of Marketing and Communications to join our busy team. Building on the success we have had with digital marketing in the last twelve months we are looking for someone with proven digital marketing experience that will take the charity to the next level.

The Director of Marketing and Communications will lead the development and implementation of the digital marketing and communications strategies and further increase the profile of our brand.

Help us fund the fight. Together we will find a cure.

Job Purpose:

To increase the profile and reach of the Brain Tumour Research brand and deliver integrated marketing communication strategies which increase awareness and drive income growth through supporter recruitment and retention, maximising engagement with and inspiring our loyal followers, as well as reaching and delighting new audiences across all traditional offline marketing and digital channels.

As an expert in your field, you will uphold the brand through guardianship and lead the team (17 planned) in creating a strong brand identity, showcasing the organisation's mission and brand proposition, building brand awareness and driving conversions. You will increase opportunities to communicate our achievements and impacts, influencing target audiences to engage in new fundraising initiatives, make donations, create partnerships and join our campaigning in order help us find a cure for brain tumours.

Main Duties

Strategy and planning

- Set the vision for the promotion of Brain Tumour Research fundraising activities and demonstrating our impact
- Lead the development of innovative, enterprising and effective marketing and communication strategies, together with operational plans, that ensure that the organisation meets its income targets and builds sustainability and predictability into forward income forecasts
- Implement and review as appropriate the marketing and communications strategies to deliver agreed net income levels
- Work with the Director of Fundraising and Supporter Care to ensure communication plans in place for each fundraising stream
- In collaboration with the Director of Research, Policy and Innovation develop and implement a research communication strategy that demonstrates Brain Tumour Research as the leading charity of choice for UK brain tumour research
- Ensure that each of the Marketing and Communication Functions has a strategy and one-year operating plan in place with measurable targets, ratios and KPIs and an effective monitoring process in place

Departmental leadership

- Build, develop, motivate and lead a dynamic and effective Marketing and Communications department that can deliver diverse, innovative and cost-effective activities that achieve the organisation's fundraising targets. Set the vision for recruitment and retention of Brain Tumour Research's growing base of supporters and donors across all digital marketing and communication channels
- Be accountable to the Chief Executive for the work of the Marketing and Communications Department
- Take responsibility for the development of the highest standards of quality and performance

Departmental management

- Develop the departmental budget, track and manage performance against budget, and take responsibility for ensuring resources are used effectively and meeting targets including: PR reach, social media following, reach and engagement and website visitors and engagement
- Use data to drive insights which inform and underpin business planning and decision making
- Lead the development of fully integrated systems to ensure a smooth and easy supporter journey
- Provide effective communication, support and development for the Marketing and Communications team that both reflects the values of Brain Tumour Research and complies with HR policies and standards
- Develop close relationships with key stakeholders to include Research Centre Leadership Teams, Celebrities and the Media
- Ensure that the necessary policies, procedures and systems for successful communications are in place
- Ensure the communications pipeline is up to date and that the organisation has quality information on likely timing and level of risk associated with planned communication initiatives
- Ensure that the CRM database is used effectively to ensure appropriate recording of information on supporters and contacts, and quality analysis of the effectiveness of initiatives
- Support an open management style, communicating management information well and encouraging staff to contribute to shaping the organisation

Organisational strategy and management

- Contribute to the overall strategic direction and leadership of the charity through membership of the Leadership Team, attendance at Board of Trustee meetings, and represent the Marketing and Communications function
- To champion the vision, mission and values of the charity, internally and externally
- To champion and promote equal opportunities and diversity
- To actively contribute to organisational cohesion, encouraging cross-team working, and a problem-solving approach

External horizon scanning

- Monitor the external environment in order to understand latest developments in the marketing and communications environment, evaluate their significance, assess their potential for Brain Tumour Research and identify new opportunities and innovations that help the organisation achieve its objectives

External representation

- Act as a main representative of Brain Tumour Research's communications in the media, at major fundraising events, with community-based supporters and in meetings with high value contacts and corporate partners, to motivate and inspire supporters and to recruit maximum support for the charity's fundraising
- Actively promote the organisation internally and externally and contribute to building the organisation's profile in the media and with key supporter groups

Risk Management

- Take full responsibility for identifying and mitigating all marketing and communications activity risks
- Ensure that steps are taken and agreed as appropriate in order to protect the charity's interest in a manner consistent with commercial prudence

General

- Comply with all relevant charity and other legislation (data protection etc.) and Institute of Fundraising Code of Fundraising Practice
- Uphold Brain Tumour Research's internal policies
- Undertake any other reasonable duties as required by the Chief Executive

Person Specification

Criteria	Essential / Desirable
Qualifications:	
Good level of general education – degree level or equivalent	E
Member of the Chartered Institute of Marketing	D
Experience:	
At least 10 years' practitioner experience of marketing, digital marketing and communications	E
An understanding of all key digital and marketing communication channels	E
A proven track record of delivering increased brand awareness on or above target.	E
Representing the Marketing and Communications team at board meetings.	D
Substantial experience of managing teams, with the ability to lead change, motivate and support, as well as delegating and managing busy workloads.	E
Keeping up to date with industry and economic trends.	E
Significant experience of budget management, managing income and expenditure budgets; including achievement of significant income targets. Experience of producing monthly reports for the leadership team, and Board of trustees and working closely with finance department to ensure accuracy of reporting and compliance.	E
Experience of developing both strategic and operating plans.	E

Skills and attributes:	
Excellent ability to think creatively, and identify new fundraising opportunities.	E
Excellent relationship management skills.	E
High level of financial literacy and analytical skills	E
Very strong written and verbal communications skills.	E
Strong interpersonal, networking and influencing skills, both with colleagues at Brain Tumour Research and in the external marketplace with the media, agencies and other stakeholders.	E
Proactive self-starter, able to work unsupervised within agreed timeframes.	E
Strong planning and organisational skills - able to prioritise workload effectively.	E
Understanding of relevant legislation which applies to communications and digital marketing.	E
Strong IT skills and literacy – competent user of MS Office and ability to work with database systems.	E
Flexible and adaptable style; willing and able to work outside standard office hours when required to do so to complete specific tasks and attend meetings and events.	E
Empathy with work of Brain Tumour Research.	E

Role Competencies – Director of Marketing and Communications

Leadership - Creates impact by inspiring others

- Leads by example and inspires confidence
- Motivates by empowering others
- Inspires others by creating a common vision
- Leads people through challenging change scenarios

Influence - Uses understanding of others to influence outcomes

- Negotiates to resolve differences while maintaining support
- Builds solutions with others
- Is politically aware and able to use influence without authority
- Builds networks, creating productive connections
- Influences others at the highest level, including Chief Executive, Leadership team, senior volunteers and Board
- Communicates and obtains ownership of difficult decisions

Strategic Thinking - Translates insights, knowledge and analysis into long term plans

- Applies awareness and insights of the external environment
- Sees fundraising within the context of the wider organisational strategy and objectives
- Identifies trends and relationships in complex information
- Critically filters information and shows good judgement
- Analyses risk

Communication - Engages others through effective dialogue

- Understands the needs and agendas of others and is able to empathise
- Effectively adapts style to situation and audience
- Engages others through active listening
- Contributes opinion with conviction
- Has excellent presentational skills and the ability to 'pitch' effectively for new business
- Is able to articulate the case for support for the organisation with knowledge, passion and conviction

Performance management - Manages and drives performance

- Creates and develops high performing teams
- Inspires, motivates and engages people to improve their performance and that of others
- Drives accountability for delivering goals and manages the consequences for those that under-perform
- Helps individuals to recognise their responsibility to develop their performance, drawing in expert support where required, e.g. HR

Managing talent - Develops talent and potential

- Recruits, promotes and advocates the most talented people
- Provides regular and honest feedback, guidance and mentoring to support development
- Proactively discusses individuals' next moves
- Creates a culture of development, feedback and coaching in the team

Works effectively across the organisation - And with key stakeholders

- Fosters a climate where people feel personally responsible for creating and sustaining the organisation's success and reputation
- Advocates the importance of sharing knowledge as a key to empowering people
- Thinks and acts for the wider organisation
- Encourages others to build collaborative relationships with all parts of the organisation and creates a shared culture of fundraising across the organisation

Innovation - Uses creativity to challenge the norm and generate development

- Takes an inquisitive approach to the world around them and challenges the status quo
- Is creative in spotting new income generation and communications opportunities
- Works with others to create new ideas and challenges others to see things differently
- Turns ideas with potential into reality
- Takes considered risk when the reward justifies it

Relationship management - Manages stakeholder relationships effectively in ways that maximise benefit to the organisation

- Identifies those relationships which require their senior personal involvement
- Solicits support from key stakeholders as appropriate
- Stewards key stakeholders in a way that maximises opportunities for long-term engagement.

Attitudes/ Behaviours

Self-awareness - Acts on a genuine awareness of self

- Is proactive in learning new skills and developing as an individual
- Seeks constructive feedback, reflects and takes appropriate action
- Understands own impact on others and modifies behaviour accordingly
- Effectively manages own feelings and reactions

Passion - Uses enthusiasm and energy to motivate self, supporters and team

- Conveys passion and conviction for cause
- Is an ambassador for organisational vision and values
- Inspires passion in others, including donors and volunteers

Personal Drive - Develops a challenging vision of the future and strives to create it

- Develops aspirational visions of the future for their organisation
- Is driven to achieving exceptional results
- Constantly challenges own personal performance and develops others by challenging theirs
- Demonstrates tenacity, especially in situations of personal challenge

Flexibility - Is competent at adapting approach when necessary

- Is open to new ideas and perspectives
- Willingly adapts thinking and is able to modify direction in light of new information
- Develops and if necessary, implements contingency plans to deal with unforeseen circumstances
- Changes approach according to demands of situation
- Understands and actively engages with own role in changing environment and donors' needs

Specialist knowledge/ understanding areas

Marketing and Communications - Demonstrates profound understanding of the relationship between the donor and cause

- Demonstrates and applies specialist knowledge in a number of marketing and communications disciplines
- Understands and applies knowledge and principles in marketing and communications disciplines which are not areas of experience and expertise and counterbalances within the team
- Knows where and how to access information and advice on best practice in digital marketing, marketing and media

Governance, finance and the law – Has a good understanding

- Fully understands the dynamics and legal requirements of charity governance that will be required to work effectively with the Board of Trustees
- Is fluent in dealing with, and understanding, financial management, budgeting, business planning and both corporate and charity accounts
- Analyses and interprets complex financial information, and able to comment and report appropriately against this
- Understands the role of risk management and the control environment within an organisation to protect against risk and fraud
- Fully understands the importance of employment law and knows where and how to access information
- Fully understands the relevant elements of charity and corporate law and regulation and how they relate to the fundraising in the organisation

Brain Tumour Research Values and Core Competencies

Focused - The courage to accomplish inspiring goals

The team at Brain Tumour Research is focused on finding a cure for brain tumours. Together we are driven to accomplish ambitious goals in pursuit of this vision, from driving engagement and building compelling campaigns; to reaching major lobbying milestones and achieving research breakthroughs. As the only national charity dedicated to sustainable research into brain tumours, we are clear-sighted and disciplined. Agile, energetic and courageous, we continually demand better outcomes for patients and their families.

Influential - Uses authority and expertise to positively influence

Brain Tumour Research takes responsibility for influencing wider public understanding of this disease; focusing minds on the required funding to fight it. We inspire stakeholders (including researchers, parliamentarians and activists), galvanising them into action and resolutely holding both organisations and individuals to account. We punch above our weight, leading the national debate on improving outcomes for brain tumour patients.

Embracing - Working together to achieve results

Brain Tumour Research is passionately committed to raising both awareness and funding for research. Embracing the diverse experiences of our volunteers, supporters, member charities, research centres and corporate partners, we value our relationships with everyone in the brain tumour community, however this devastating disease has affected our lives. Our shared stories and tireless efforts come together as one voice to make us all stronger.

Game Changing - Catalysing change both internally and externally

Innovation is central to the dynamic culture of Brain Tumour Research, from the pioneering Centres of Excellence to the best practice delivered across the team and inspired in our member charities and supporters. We are constantly evolving, working smarter and building on successes through creative thinking and campaigning. We are a positive force for change, challenging the Government and larger cancer charities to invest more in brain tumour research.

Intelligence - Thought leaders, prioritising scientific advancement

Intelligent, objective and pioneering, Brain Tumour Research is building a network of experts in sustainable brain tumour research. We champion thought leadership by fostering collaboration between scientists, clinicians and academic partners, bringing together the best minds in the field to search for a cure. Through strategic planning, methodical implementation and rigorous analysis, we deliver world-class research.