

nightingale hammerson

JOB DESCRIPTION

Post Title:	Marketing & Communications Manager
Department:	Fundraising
Post holder Reports to:	Director of Fundraising
Post holder Supervises:	N/A
Job Summary: The role is to take overall responsibility for the effective management, delivery and growth of our marketing and communications across all channels. The post holder will ensure that we continue to build and maintain effective and mutually rewarding relationships with our supporters as well as managing positive relationships with internal stakeholders and third parties including journalists, key influencers, agencies and other organisations. Reporting to the Director of Fundraising, and sitting amongst the wider Fundraising team, the Marketing & Communications Manager will be key to leading on Nightingale Hammerson's branding, communications and donor support activities.	
Equal Opportunities: Nightingale Hammerson is committed to achieving equality of opportunity both in delivering its services and in the employment of people and expects all employees to understand and promote equality of opportunity in their work.	

Duties and responsibilities

Marketing Management:

1. To manage and deliver all external communications from Nightingale Hammerson, as well as any additional third-party communications, identified as being necessary to grow our supporter base and recruit new residents
2. Work with the Senior Management and Board of Trustees to plan detailed calendar of activities and support budgeting of marketing expenditure.
3. Hold responsibility for monitoring the forward plans for development, ensuring integration of communications into our annual, and long-term, planning.
4. Managing relationships with external suppliers ensuring project plans are maintained and work is delivered on time.

5. Contributing to the development of our project plan for each scheduled piece of direct marketing (including fundraising appeals and supporter newsletters).
6. Working to agreed performance measures, reporting on variance and recommending action.
7. Developing understanding of different donor and supporter segments and tailoring relevant communications messages to them through the most appropriate channels on- and offline.

Communications Planning and Development

8. Managing our website content and functionality, creating compelling web content.
9. Supervising our social media consultant to develop and schedule planned and reactive social media posts and interactions on Facebook, Twitter and Instagram.
10. Monitor need and usage of general marketing materials internally and externally. Ensure all content is relevant and messaging is consistent and up to date.
11. Identify need for new materials across all channels working with colleagues across the organisation to secure content, ensuring tone of voice and messaging are consistent.
12. Work with fundraising team to develop appropriate events materials.
13. Ensure all materials adhere to brand guidelines and best practice.
14. Ensure compliance with GDPR, Data Protection, Fundraising Regulator guidance and any other bodies as required.

PR

15. Ensuring messages from across the organisation are consistently delivered across all channels.
16. Build and maintain relationships with relevant communal and local publications, securing coverage for key events and on relevant topics across the media.
17. Oversee and draft messages delivered via speeches, films and other materials.
18. Drafting press releases on both a proactive and reactive basis.
19. Securing interviews, comment pieces, articles and speaker slots for the Nightingale Hammerson Management team

Cross-Organisational Relationships

20. Work with the Fundraising team to devise and implement effective Marketing and PR strategies to promote our events to target audiences.
21. Undertake other duties as required and requested by the Director of Fundraising & Communications

PERSON SPECIFICATION

Education, experience and knowledge

Educated to degree level or equivalent experience that demonstrates ability.	Essential
Relevant marketing and/or communications qualification.	Desirable
Experience of working in a marketing role within a not-for-profit or commercial organisation (as an account manager or marketing within a sales function)	Essential
Experience of delivering successful, integrated appeals and campaigns through a range of marketing channels.	Essential
A proven track record of successful marketing and communications campaigns and activity.	Essential
Knowledge and understanding of the Jewish community	Desirable

Skills and abilities

Excellent and engaging communication (oral and written) and interpersonal skills.	Essential
Ability to devise, implement and develop long-term plans and strategies.	Essential
Strong budgeting, business planning and financial monitoring skills.	Essential
Ability to think strategically and creatively regarding the long-term development of an organisation's marketing and communications work.	Essential
Ability to produce high quality written reports for internal management purposes and for senior management/trustees.	Desirable
Good IT skills and computer literacy.	Desirable
Flexible approach to work and highly organised working practices.	Essential
Ability to work collaboratively across departments and service areas.	Essential
Ability to work flexibly with colleagues, trustees, volunteers, donors, suppliers and other stakeholders.	Essential
Ability to develop and maintain strong and effective working relationships with partner organisations.	Essential
Ability to deal professionally and sympathetically with Nightingales Hammerson's client group and their families.	Desirable

Qualities

A commitment to helping Nightingale Hammerson's client group.	Essential
Highly motivated to succeed and with the ambition and desire to grow the team	Essential
An independent worker	Essential
Ability to present a professional opinion to strong personalities and as the expert in marketing and communications to challenge others	Essential
A commitment to the principles and implementation of equal opportunities in every aspect of the role.	Desirable
It is a requirement for all staff throughout Nightingale Hammerson to maintain the core values of: Compassion, Respect, Excellence, Dignity, Integrity, Teamwork	Essential

The job may involve some travel throughout the UK, for the purposes of marketing and communications, representing the charity and its work, and understanding the wider work of the charity across greater London.

The role may also include some travel for the purpose of training and attending external meetings.

Occasionally, there may be the need to work at weekends or during anti-social hours.