**Job Description**

**Position:** Communications Manager

**Performance manager:** Head of Communications and Marketing

**Other main working relationships:** Digital Engagement Manager, Marketing Officer, Fundraising team, Charitable Activities team

**Date issued:** July 2022

**Main purpose of the role:**

To drive the strategic development of comms across the organisation with an emphasis on the development and delivery of compelling content, powerful campaigns, and effective communications partnerships, to drive engagement to help us achieve faster progress in making ovarian cancer a survivable disease. You will use your comms experience in content creation, multichannel marketing and relationship management to support fundraising, awareness, and charitable activities across the organisation, whilst being data and insight-led and evaluating all activity so we can learn and grow.

**Scope of the role:**

* **Content creation** – create powerful and compelling content that makes the reader want to take action (sign up for an event, donate, join our mailing list, sign a petition etc.)
* **Communications campaigns –** to take the lead on the development of a programme of communications campaigns to increase income, leverage partnerships and significantly raise our profile’
* **Earned media –** to take the lead and manage OCA’s ambassador, celebrity and patron engagement and case studies
* **Marketing and communications –** Work closely with teams across the charity to develop and deliver key marketing activities e.g. fundraising appeals, events, magazines, promotional material.
* **General Team support -** Supporting the Head of Communications and Marketing across a range of communications projects and activities.

**Duties and key responsibilities:**

**Content creation**

* Maintain our news and blogs section on the website.
* Develop ideas for new pieces of content, driven by audience insight, testing and learning, that helps deliver our strategic aims.
* Put the patient at the heart of content, ensuring their voices are heard, showcasing why we need faster progress to make ovarian cancer a survivable disease.

**Communications campaigns**

* Project manage insight-led campaigns to increase income, leverage partnerships and significantly raise our profile.
* Manage key external agency relationships.
* Liaise with internal teams and external stakeholders to raise the profile of key campaigns amongst our core audiences.
* Manage collaborative and multi-faceted partnerships to deliver impactful media campaigns.

**Earned media**

* Lead and manage celebrity and ambassador engagement and case studies.
* Lead on stewardship of case studies from across the organisation including interviewing and supporting contributors.
* Manage relationships with existing charity ambassadors, identify ways for them to support the charity and research and build relationships with potential new ambassadors.
* Develop, deliver, and maintain our ambassador programme to significantly raise profile.
* Project manage the organisation’s media relations and PR activity, as and when applicable.
* Be responsible for relationships with the media and focus on building strategic relationships with new and existing contacts.
* Write, co-ordinate and issue news releases and statements, briefing materials and features.

**Marketing and communications**

* Manage cross-departmental teams and external agencies to produce marketing materials such as our bi-annual supporter magazine, our annual report and accounts, policy reports and fundraising materials.
* Manage our case study library. Being able to share the stories of our community helps inform our work and inspire new and existing audiences to support Ovarian Cancer Action.
* Conduct sensitive interviews with people affected by ovarian cancer, understanding the importance of confidentiality and consent to write stories that demonstrate the impact of supporting our charity.
* Manage internal communications to maintain engagement across the wider team and help to build a clear picture of Ovarian Cancer Action’s current activity and strategic direction.

**General Team support**

* Support the Head of Communications and Marketing across a range of communications projects and activities.
* Run and participate in team meetings and other meetings as required represent Ovarian Cancer Action at external events in a professional manner.
* Maintain a strong brand and tone of voice throughout all communications.
* Improve ways of working, promoting teamwork and collaboration.
* Be data and insight-led and evaluate all activity so we can learn and grow.

**Person Specification**

**About the ideal person and their required experience and skills:**

**At Ovarian Cancer Action we look to our team to engage with confidence, positivity, resilience, and passion. This means that a role holder’s attitude to their work and fellow team members is just as important as their skills and abilities.**

**Previous career experience**

* Management experience in marketing and communications (charity/health sector experience would be beneficial) working across a range of communications disciplines.

**Skills, knowledge, and attributes**

* Significant experience of developing and implementing campaigns or communications projects.
* An excellent understanding of different marketing disciplines, especially content creation.
* Experience of branding and brand development.
* Experienced in supporting strategy and managing large scale integrated communications and marketing campaigns across multiple channels with an array of stakeholders.
* Excellent relationship management and influencing skills, with the ability to build strong relationships at multiple levels.
* Strong project management and planning skills, able to handle multiple projects (alongside day-to-day work) and work to deadlines in a fast-paced environment.
* Strong writing, editing and proofing abilities, excellent attention to detail
* Strategic and creative thinker, able to demonstrate developed ideas from theory to practice.
* Confident user of Microsoft Office suite and knowledge of Adobe suite including Photoshop and InDesign (desirable, not essential).
* Able to use initiative, taking full ownership of area of responsibility.
* Analytical thinker, able to use data to inform decisions and shape work.

**Attitude and personal qualities:**

* Enthusiastic and passionate about the aims of the charity, with an interest in women’s health.
* Hard working self-starter, able to pro-actively work on own initiative.
* Relishes a challenge.
* Resilient – dealing with those closely affected by ovarian cancer can be inspiring but also tough, telling their stories can be both rewarding and emotionally challenging.
* Used to working at a fast pace to deliver engaging and creative communications, tailored to the right audiences.
* Optimistic outlook, focusing solutions as opposed to problems.
* Energised by working as part of a high-performance team, delivering creative and inspirational communications targeted to the right people in the right place at the right time.
* Brings a positive, friendly, calm, professional and helpful disposition to the team.
* Adaptable and flexible work approach, open to change.

Flexible to the needs of the post e.g., may require working outside of normal working hours.