

Leukaemia Care
YOUR Blood Cancer Charity

Communications and Campaigns Manager



www.leukaemiacare.org.uk

WHO WE ARE, AND WHAT WE DO

Leukaemia Care is the UK's leading leukaemia charity. For over 50 years, we have been dedicated to ensuring that everyone affected receives the best possible diagnosis, information, advice, treatment and support.

We are here for everyone affected by leukaemia and related blood cancer types – such as myelodysplastic syndromes (MDS) and myeloproliferative neoplasms (MPN).

We provide information, advice and support for anyone affected, this includes patients and their friends and families too. We raise awareness of the issues impacting people affected by leukaemia, MDS and MPN, and campaign to fix them. We are driving early diagnosis, raising public awareness, improving services and ensuring access to effective treatments.

How do we do this? We have a wide-range of services aimed at patients and their loved ones from diagnosis and beyond. Our support services range from nurse-led helplines, support groups and free-of-charge medical information to access to paid counselling, grants for those feeling the financial strain of a diagnosis and providing buddies so people always have somebody to talk to who have experienced something similar to them. [We encourage you to have a read of our website](#) and find out all the ways we support from diagnosis and beyond.

Crucial to our work is raising awareness of leukaemia as a blood cancer and the importance for early diagnosis. Leukaemia can be difficult to spot as the symptoms are similar to many other common conditions. Unfortunately, most people are not aware of the signs of leukaemia and this leads to diagnosis being delayed, which can worsen outcomes for patients.

As well as working to educate the general public through our #SpotLeukaemia campaign, we are working closely with our colleagues working in front line medical services to ensure they have the most up-to-date information on diagnosing leukaemia. We know that by raising awareness and working to educate health care professionals, we can save lives and improve outcomes.

Job title: Communications and Campaigns Manager

Hours: Full-time (Equivalent to 37.5 hours a week), in line with our flexible working policy.

Remuneration: £30,000 to £36,500 per annum.

Type of contract: Fixed term – 3 years (with possibility for a permanent role).

Location: Flexible but with at least two days a week to be worked from the charity's offices at One Birch Court, Blackpole East, Worcester, WR3 8SG.

Report to: Communications and Fundraising Director.

Working closely with: Digital Manager, Patient Advocacy Manager, Patient Services Manager, Communications Team.

Overview

This role is the communications lead for the charity, developing the communications strategy and working across the whole organisation to communicate the charity's plans.

Duties and responsibilities

The role has a number of key responsibilities:

1. To lead on all aspects of charity communications, providing leadership to the communications team, offering support and advice.
2. Plan, manage and implement campaigns to improve the lives of people affected by leukaemia and other blood cancers.

By working with the Director of Communications and Fundraising:

1. To develop and implement an integrated communications and campaigns plan across the charity.
2. To provide leadership to the communications team, offering support and advice.
3. Report to the Director of Communications and Fundraising, being prepared with solutions to any problems.
4. Working closely with the Director of Communications and Fundraising to ensure all team members are aware of their accountabilities and working to the approved strategy of the charity.
5. Ensure the team are meeting their targets and are aligned to the organisation's strategy.
6. Work with the Digital Manager to maximise the use of online tools, digital marketing and social media.
7. Plan, develop and implement communication and campaign activities to underpin the strategic plan.
8. Devising new ideas with the Director of Communications and Fundraising.

At the request and under the direction of the Communications and Fundraising Director:

Communications

1. Lead all Leukaemia Care communications activities, ensuring our communications are audience led.
2. Increasing our brand awareness, influence and profile.
3. Develop key messages, maintaining appropriate and consistent language and terminology across all media.
4. To work with the team to develop content for the Leukaemia Matters magazine and other Leukaemia Care publications.

5. To oversee the development of copy in a variety of styles (e.g. marketing and campaigns collateral, press releases, feature articles, web, social media).
6. Ensure content is regularly reviewed and created to keep platforms up to date, including website and email.
7. Increasing awareness and understanding of leukaemia, incurable cancers, rare cancers, chronic cancers and blood cancers. Challenging public misconceptions.
8. Creating communications to demonstrate the impact of the charity.
9. Sharing stories of people's experience of leukaemia, ensuring they are representative of the needs of the diverse community of people affected.
10. Develop and implement Leukaemia Care's public relations (PR) plans both nationally and regionally, to ensure all media opportunities are fully maximised.
11. Carrying out regular research and find new ways to encourage people to visit, interact and sign-up to communications from the charity.
12. Work with the fundraising team to develop new ways to communicate fundraising ideas or events, ensuring financial asks are incorporated into communications.
13. Ensure fundraising is prioritised sufficiently in communications and data used to keep track of fundraising performance.
14. Reporting on the performance of communications and campaigns, with the ability to develop papers and presentations on how they could be improved.
15. Be the lead contact for external agencies who are working on accounts for Leukaemia Care.
16. Keeping abreast of developments and trends, sharing ideas and learnings with other staff.

Campaigns

1. To lead, design and implement specific campaigns in response to issues that impact the lives of people affected by leukaemia.
2. To work with Communications team, especially the charity videographer and patient information officer, to develop topical content – both in writing and video
3. To liaise with the Patient Services and Patient Advocacy teams in identifying campaigning issues and ensuring patients are aware of and involved in campaigns.
4. To link with the Digital Team on the digital delivery of campaigns across LC communication channels.
5. Identify people to be involved in media campaigns at both a local and national level.
6. Reporting on progress of the campaign internally. Evaluate the impact of campaign activities.

Planning and impact

1. Plan and develop new and existing activities
2. Work with the communications team to organise a schedule, plan and calendar for each event and activity
3. Analyse the impact of our communications and effective methods, prepare measurement reports using agreed metrics
4. Report on the progress of communications and campaigns internally, including recommendations and areas of improvement
5. Understand and consider where each project fits within the wider programme of work.
6. Keep pace with new fundraising opportunities, innovations and technologies to ensure that all opportunities are maximised.

General

In addition to the specific duties and responsibilities outlined in this job description, all Leukaemia Care employees should be aware of their specific responsibilities towards the following:

1. Uphold the values of the charity and to not behave in a manner that is likely to bring the charity into disrepute.
2. Adhere to all health and safety and fire regulations and to co-operate with the charity in maintaining good standards of health and safety.
3. Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role.

This job description is not exhaustive. It acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.

If you have any questions, please contact: jobs@leukaemiacare.org.uk

Person specification

Criteria	Essential	Desirable	How assessed
<p>Skills/ Abilities</p>	<p>Background or experience in communications or marketing.</p> <p>Self-motivated with the capacity to work on own initiative and as part of a small team.</p> <p>An understanding of the nuances of communicating on different platforms – e.g. digital and hard-copy.</p> <p>Able to use initiative.</p> <p>Ability to utilise digital channels in-line with other marketing activity and objectives.</p> <p>Experience of analysing data and producing reports based on findings.</p> <p>Think creatively in terms of how the charity can create engaging communications.</p> <p>Ability to collect and analyse data to assess impact and effectiveness.</p> <p>Excellent communication and presentation skills.</p> <p>Highly creative and able to turn ideas into action.</p> <p>Outstanding writing skills, with the ability to draft a variety of documents.</p> <p>Excellent organisational and time management skills.</p> <p>Able to carry out office administration tasks as part of role.</p>	<p>Understanding of relationship databases.</p> <p>Understanding of how to devise and implement an effective campaigns plan.</p> <p>Experience communicating about charity services and fundraising.</p> <p>Understanding of how social media can be used to fundraise.</p> <p>Strong CRM/ database skills.</p> <p>Experience of project management tools (e.g. Asana).</p> <p>Using Adobe products such as InDesign and Illustrator.</p>	<p>CV and interview</p>

Knowledge and understanding	<p>Digital and social media marketing.</p> <p>Knowledge of different channels and analytical packages available.</p> <p>Understands the importance of focused briefings when reporting to their Line Manager clearly identifying any issues with suggested solutions.</p>	<p>Understanding of the issues and needs of people with a blood cancer.</p> <p>Financially literate, including charity reporting.</p>	CV and interview
Experience	<p>Experience in a communications or campaigns role.</p> <p>PR and media briefing experience.</p> <p>Leadership experience.</p> <p>Social media literate.</p>	<p>Media trained.</p> <p>Using content management systems.</p> <p>Proficient in using a CRM system.</p> <p>Using the Raisers Edge database.</p>	CV and interview
Other requirements	<p>A good team player - able to link in and work well with a range of people within the organisation.</p> <p>Ability to manage own workload.</p> <p>Able to work flexibly to meet the needs of the role with sufficient notice.</p> <p>High levels of motivation, when working alone or with a team.</p> <p>Ability to problem solve.</p> <p>Ability to learn quickly.</p> <p>Confident, enthusiastic and creative.</p>	<p>Comfortable working from both the office and home.</p>	CV and interview

Revised: April 2022

Why it's great to work at Leukaemia Care

As well as the satisfaction of knowing you improve the lives of people with leukaemia, blood cancer, we also offer the following:

1. Pension scheme with NEST - we will match employee contributions up to 7% of qualifying earnings.
2. Life Assurance (also known as death in service benefit) of four times annual salary.
3. Employee Assistance programme.
4. Cycle to work scheme.
5. Enhanced sick pay (as set out in our staff handbook).
6. Bereavement leave of up to three days paid leave should the need unfortunately arise.
7. Five "duvet days" – a proportion of annual leave that can be taken with no advance notice, subject to work commitments, to support mental health.
8. Eye tests and glasses contribution.
9. Flu jab for all employees who are ineligible to receive a free one on the NHS.
10. Annual leave of 33 days including 8 bank holidays, rising by 1 day for each complete year of service up to a maximum of 36 days (for full-time staff, pro-rata for part-time staff).
11. Additional discretionary annual leave between Christmas and New Year.
12. Free onsite parking at our offices in Worcester.
13. Headspace subscription.
14. Induction training and ongoing training to help you deliver your role.
15. Staff social events – in person and online to ensure all employees have an opportunity to get involved.
16. A staff representative that employees can confidentially feedback to about any issues or concerns.

We will also ensure that you are supplied with the right equipment for the job and to work safely - this may include a laptop and mobile phone, as well as equipment to make your working day as comfortable as possible. If the job requires it, we also reimburse pre-approved travel expenses.

How to apply

You can apply online via our Charity Jobs listing or you can email your CV along with a cover letter to jobs@leukaemiacare.org.uk outlining your suitability for the role.