



Marketing & Communications Executive

Department:	Engagement
Job title:	Marketing & Communications Executive
Reports to:	Marketing & Communications Manager
Based at:	Head Office Leatherhead
Salary:	up to £29,500

Job Summary

Working with the Marketing and Communications Manager, the Marketing and Communications Executive will be responsible for implementing and evaluating communications and marketing strategies and campaigns and creating vibrant content focused on Rainbow Trust's target audiences.

The post holder will work collaboratively across the Fundraising and Engagement team to support with the creation of news stories, press releases, blogs, campaign copy, e-newsletters, website pages and social media posts.

The Marketing & Communications Executive will live the Rainbow Trust values.

Rainbow Trust Children's Charity enables families who have a child with a life-threatening or terminal illness to make the most of time together, providing expert, practical and emotional support, where they need it for as long as it is needed.



Areas of Responsibility

(Specific to role)

- Create and schedule organic Rainbow Trust social media posts, monitor responses and share reporting
- Keep abreast of social media trends and share any insights to the wider team
- Write longer form digital content such as blog posts, with the support of the digital manager you would maintain and develop campaign webpages
- Manage the cross-channel content calendar, co-ordinating messaging, and plans across teams.
- Develop and supply content for regular appeals and campaigns
- Develop a reliable pipeline for new content and stories from the families we support - ensure family stories and voices are at the heart of our communications
- Work across teams to support creating digital and printed assets for campaigns and publications such as Impact Report, magazines and other supporter related materials.
- Support the development and promotion of the Fun First children's Newspaper
- Support delivery of media appeals, including press and radio
- Ensure effective media monitoring is conducted
- Identify and write compelling stories and leverage them to media outlets to raise our profile
- Support the Marketing and Communications Manager to engage new influencers, media contacts, and suppliers to share and amplify Rainbow Trust's messaging and work
- Ensure that effective measures are in place across the department to respond effectively and promptly to enquiries and requests received and their reasonable expectations are met
- Stay up-to-date with the latest communications and digital marketing trends and put these into practice.

General Responsibilities

Leadership and Strategy

- Operate in compliance with relevant legalisation, best practice, and corporate policy
- Act as a representative of the charity to a variety of external and internal audiences
- Proactively develop relationships in the sector and maintain awareness of sector developments and campaigns to drive forward an innovative team culture
- Commit to Performance Management Process and develop learning objectives to meet business plan
- Commit to own professional development
- Live the Rainbow Trust values.

Operational and Project Planning

- Support projects and activity relevant to role, to ensure work is completed to budget, timescale and report any variances
- Develop and support the delivery of fundraising and brand communication campaigns
- Develop own individual work programme in consultation with line manager
- Organise own time and resources effectively and use initiative.

Working with Customers and Service Delivery

- Develop and maintain effective relationships with key external contacts
- Ensure that effective measures are in place across the department to respond effectively and promptly to enquiries and requests
- Ensure that the department policies and procedures are underpinned by excellent marketing and communications techniques.

Developing, Maintaining Systems and Procedures

- Keep abreast of sector and political developments that may impact on Rainbow Trust and its work and to advise and communicate to colleagues how best to address such changes
- Ensure that data relevant to area of responsibility and activity is appropriately recorded and stored in CRM
- Ensure systems and processes for managing data comply with the organisation's data protection obligations, charity law and other legal requirements
- Ensure regular data cleaning is actioned and contacts are current
- Ensure compliance with data protection guidelines, GDPR and corporate policy.

People Management and Development

- Support in the recruitment and retention of high calibre volunteers and interns through effective supervision (following best practice guidelines for managing volunteers/interns)
- Inspire and provide advice and support to volunteers and interns under the direction of line manager and to Volunteer Management guidelines
- Recognise and value the contribution of volunteers

Team Working and Collaboration

- Develop and maintain strong relationships with the care teams to deliver relevant family stories for Marketing and Communications use.
- Collaborate effectively with colleagues in all teams to deliver on priorities and objectives.
- Proactively share professional knowledge and expertise to colleagues and provide timely advice in line with policies and procedures
Proactively participate in team meetings and away days, including our annual staff conference.
- Actively participate in the implementation of continuous business improvement and people development initiatives, including buddying, PI and SBI processes

Special Conditions

- Some out of office and out of hours work and UK travel may be required from time to time
- All staff must adhere to, Rainbow Trust's safeguarding policies and procedures
- All staff have a responsibility to maintain an up-to-date knowledge and awareness of issues around the safeguarding of children, through (at least) the completion of the relevant training, at a level commensurate with their role.
- Ensure compliance with charity policies and all relevant legislation
- Demonstrate behaviours in line with the Charity values and maintain the reputation and standing of the charity
- The list of responsibilities outlined above are not intended to be exhaustive and the post holder may be required to carry out other reasonable tasks or responsibilities under the direction of the Fundraising and Engagement Director

PERSON SPECIFICATION

Marketing & Communication Executive



ESSENTIAL

DESIRABLE

Experience

(Previous roles, types of organisations)

- Experience delivering integrated marketing campaigns of and project management
- Awareness of how communications and marketing contribute to achieving an organisation's aims and objectives.
- Experience of ensuring brand consistency across a range of channels, including social media experience through organic channels
- Experience of working with a range of internal and external stakeholders to deliver projects.
- Experience of updating and maintaining websites
- Experience in written content
- Managing social media channels and communities

- Experience in the charity sector.
- Experience working with marketing agencies and freelancers

Special Competencies

(Specific job-related skills knowledge understanding)

- Clear and creative verbal and written communication skills
- Competency in Microsoft Office, CRM, CSM, Social Media scheduling systems, Canva and Adobe suite.
- Numerate and comfortable working with and analysing data
- Confident, persuasive, and enthusiastic, communicator
- Strong administrative skills, able to cope with competing priorities with a high level of attention to detail
- Strong interpersonal skills with the ability to interact and develop effective working relationships with a wide range of people

Disposition

(Influence over others, dependability, self-reliance)

- Friendly, outgoing and enthusiastic - quickly connects with others and builds strong working relationships.
- A motivating, empathetic and persuasive communicator.
- Applies high level of attention to detail and produces high quality work - within established standards and guidelines.
- Conscientious and well organised - can manage and plan daily workload
- Comfortable with pressure and challenge - works with a sense of urgency, completing task in a timely manner.
- Helpful and supportive team member - socially focused and works collaboratively with others
- Self-starter - takes initiative, controlling all aspects of tasks and seeing it through to completion

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Marketing & Communications Executive



ESSENTIAL

DESIRABLE

<p>Thinking Style (Practical, conceptual, innovative, traditional, change orientated)</p>	<ul style="list-style-type: none"> • Collaborative approach -builds consensus in decision-making • People-oriented and is genuinely interested in the needs of others • Persuasive style of communication • Comfortable with a changing environment 	
<p>Attainments (Academic & prof qualifications & training)</p>	<ul style="list-style-type: none"> • Evidence of literacy and numeracy appropriate to the level of role 	
<p>Motivation (Ambition, money, security)</p>	<ul style="list-style-type: none"> • Recognition and reward for achieving results through people • Independence and ownership of delivering something new • Opportunity for growth • High quality customer satisfaction 	
<p>Circumstances (Mobility, special demands of job, unsocial hours)</p>	<ul style="list-style-type: none"> • Occasional requirement to work evening and/or weekends • Some travel within the UK may be required • Current valid driving licence 	