

Childhood Eye Cancer Trust

Recruitment pack
Communications Manager

About The Childhood Eye Cancer Trust



The Childhood Eye Cancer Trust (CHECT) is a UK charity dedicated to helping people affected by retinoblastoma (Rb), a rare form of eye cancer. We:

- Provide support and information to families and individuals.
- Fund research into the prevention and treatment of retinoblastoma. Raise awareness among health professionals and the public.
- Influence policy to improve services for patients.

We have been helping families for more than 30 years and we know that when a child is diagnosed, it can be a distressing and frightening time for everyone. We understand that for some people retinoblastoma can have a long term impact and we offer lifelong support for anyone affected – from diagnosis to adulthood.

We are here to help.

For more information please visit www.chect.org.uk

“Thank you for your interest in this important position at the Childhood Eye Cancer Trust. Placing inspiring stories in the media, raising awareness to drive early diagnosis and ensuring a strong digital and social media presence are key elements of this role and vital to the continued success of our work.

Please don't hesitate to contact us if you need any additional information and we very much look forward to receiving your application.

Patrick Tonks - Chief Executive



Communications Manager



Post: Communications Manager

Reports to: Chief Executive Officer

Place of work: Hybrid London and home working

Hours: 3 days, 22.5 hours per week

Salary: £34,000-£37,000 (pro-rata)

Terms of employment: Permanent

Benefits: Contributory Pension scheme, 25 days annual leave plus public holidays (pro rata), enhanced maternity policy.

Start Date: July 2021

This is an exciting opportunity to join the Childhood Eye Cancer Trust (CHECT), a small, dynamic charity committed to supporting families and individuals affected by retinoblastoma (Rb).

This is a versatile role in a small, focused charity which will provide the successful candidate with a range of powerful, challenging and rewarding opportunities. The position is central to our core goals and includes working with young people, children and their families, much-admired corporate partners and providing innovative campaigns across traditional and social media channels.

Fundamental to the role is placing moving and inspirational stories in the media about the impact of a child's cancer diagnosis on both the child and family, helping to raise awareness thereby driving early diagnosis and ensuring the charity has a strong digital and social media presence.

We are looking for a talented, experienced, highly motivated professional to continue to develop our communications ensuring the effectiveness of all our engagement with supporters, stakeholders and the general public.

You will have experience in producing engaging creative content for a variety of audiences across print and digital, as well as an analytical eye for assessing campaign performance and strategising improvement and new opportunities.

This is a challenging and highly rewarding role that would suit a multiskilled individual willing to work across a variety of communication disciplines.

For further details, please see the following Job Description and Person Specification.



Job Description



Post objective:

To raise levels of public awareness of retinoblastoma (Rb) and the work of the charity.

Support the strategic objectives of all the charity's projects with timely, engaging and consistent communications and user experience best practice across print and digital.

Principle areas of work

Strategy

- Develop and implement a communications and digital engagement strategy to raise awareness of Rb and ensure excellent standards of communication with supporters, stakeholders, and the general public.
- Champion accessibility best practice across the organisation, ensuring all digital and print outputs are compliant including the charity's website, magazine and e-newsletter.

Awareness:

- Raise awareness of the signs of Rb and the long term impact of the condition to key audiences through targeted communications plans and awareness raising activities.
- Develop specific awareness campaigns to align with significant retinoblastoma related awareness dates and events.

Digital:

- Responsible for overseeing the charity's website, ensuring usability (UX) and SEO best practice is followed.
- Ensure the website is updated regularly with accurate and engaging news content. Produce a monthly blog update e-newsletter. Responsible for the charity's Google Grants account ensuring grant budget is allocated, monitored and adapted effectively.
- Responsible for the charity's social media accounts.
- Actively pursue new and engaging digital content opportunities including sourcing images, videos and stories from members across all digital channels.
- Use Google Analytics and social media analytics to monitor and improve the impact of content.
- When required, oversee the implementation on social media advertising including effective budget allocation.

Media and brand

- Act as press officer for the charity and be responsible for proactively generating and responding to media enquiries in order to raise the profile of CHECT and awareness of Rb.
- Support and communicate fundraising activities and events to increase impact of these through publicity for regional, national and specialist media.
- Oversee all external promotion and communications from the charity and ensure consistency and compliance internally and externally with CHECT's branding, values, key messages and style guidelines.

Resources

- Work with the research and information manager to design and produce professional information leaflets, booklets and awareness literature. Provide oversight when these projects are commissioned externally.
- Develop and maintain a comprehensive bank of case studies and a library of photos and videos or use in the media, ensuring these are used appropriately and in accordance with best practice and project guidelines.
- Work with other members of the team to produce and the charity's "InFocus" magazine.

Other

- Manage the communications budget.
- Work in an integrated way with all staff members and volunteers, maintaining good communications with the team, advising on communication issues and working alongside them to advance the aims of the charity.
- Be self-supporting in administration including updating the relevant areas of the website with media campaigns and news and retrieval and analysis to develop and schedule consistent targeted, segmented and timely communications.
- Keep abreast of relevant news and developments by monitoring a range of print and digital media. Show creativity and leadership in responding to these developments to benefit the organisation's strategic objectives.
- Act as an ambassador for the charity, establishing and maintaining excellent working relationships with key stakeholders including professional bodies and media representatives.
- Occasional weekend and evening work

This job description is not an exhaustive list of duties, but it is intended to be a guide to the role. The post holder may also be asked to undertake other appropriate duties as the means of fulfilling the aims of the charity as it develops.

This post is subject to an enhanced DBS check upon appointment.



Person Specification

Essential Criteria

- Proven written communication and interviewing skills (perhaps from a journalistic or PR background).
- Proven digital experience including website content development, social media and SEO best practice.
- Proven experience in personally developing, implementing and evaluating media campaigns, ideally in the not-for-profit sector.
- Experience of writing and editing high-quality, clear, persuasive, highly engaging content for different audiences and formats, and to proofread to an excellent standard.
- Experience of working in a communications or marketing environment with comprehensive understanding of branding principles and application in communications work.
- Excellent verbal communication and interpersonal skills that are used sensitively and effectively with a wide range of people that may have different styles, beliefs or agendas.
- Confident in making strategy, style and content decisions and providing reasons for doing so to colleagues and stakeholders.
- Confident in working alone or in a very small team and the ability to develop media campaigns and materials from scratch.
- Experience in updating, monitoring and managing social media channels.
- Experience in SEO, Google Analytics and Google AdWords and Facebook advertising.
- Knowledge of using content management systems and writing for the web.
- Proven experience in building and improving professional relationships and recognising and acting on opportunities for further engagement.
- Highly organised and able to work with senior colleagues and stakeholders to produce work and materials to strict deadlines.
- Excellent IT skills and adaptable to new technology.
- An excellent working knowledge of MS Office.



Desirable Criteria

- Three or more years' experience in a relevant role.
- Degree level qualification in a relevant discipline.
- Understanding of accessibility and UX best practice and standards across print and digital.
- Ability to use Adobe Illustrator, Photoshop and InDesign at a basic level.
- Experience of survey design and collecting feedback.
- Experience of creating video content and video editing.
- Basic understanding of HTML and CSS
- Understanding of the charity sector.



How to apply

To apply, please, email recruit@chest.org.uk with your CV and a covering letter outlining how your skills and experience match the role.

The deadline for applications is **28th May 2021**, however we will be calling the strongest candidates for interview as soon as possible so please do not delay your application.