



Head of Marketing & PR

Job Description & Person Specification

JOB TITLE:	Head of Marketing & PR
SALARY:	£40,000 per annum
HOURS:	37.5 hours
RESPONSIBLE TO:	Charity Chief Executive
ACCOUNTABLE TO:	Charity Chief Executive
LOCATION:	Based at Queen Elizabeth Hospital Birmingham but required to work across all four hospital sites in Birmingham

KEY WORKING RELATONSHIPS

Internal: Director of Fundraising, Head of Fundraising, Fundraising Managers, Senior Fundraisers, Fundraising Officers, Operations Manager, Office Manager, Head of Marketing & PR, Communications Officers, Grants Officers, Administration Officers, Charity Chief Executive

Chair and Board of Trustees, NHS Trust Communications Department, NHS Trust Executive Management Team

Consultants, Nursing staff, Clinical staff, Royal Centre for Defence Medicine staff, Medical Secretaries, Administrative Staff

External: Patients, patient families, fundraisers, donors, supporters, volunteers, corporate sector, community groups, events management, Association of NHS Charities, BBC, ITV, national and local media outlets, Charity Commission, HMRC

Direct Reports: Senior Communications Officer x1, Communications Officers x2

WHO WE ARE

University Hospitals Birmingham Charity consists of four hospital charities supporting some of the busiest hospitals in Birmingham – Queen Elizabeth Hospital Birmingham, Heartlands Hospital, Good Hope Hospital and Solihull Hospital.

The Charity is dedicated to improving the experience of patients, their families and the staff who care for them.

UHB Charity raises funds to support patients of the four hospitals by providing new and innovative equipment, funding research and supporting patient and family welfare projects.

The Queen Elizabeth Hospital Birmingham in particular has a world class reputation, and specialises in cancer treatment, organ transplantations and trauma care. It is also home of the Royal Centre for Defence Medicine, where the UK's military patients are treated.

Heartlands Hospital has a specialist neo-natal unit and very busy children's and maternity units.

Good Hope Hospital and Solihull Hospital serve the towns of Sutton Coldfield and Solihull.

JOB SUMMARY

The Head of Marketing & PR is a new role, overseeing the Marketing, PR and Communications strategy for the Charity.

The hospital charity has been successful in driving internal communications amongst its hospitals, but is now seeking to raise its profile across the Midlands, showcasing what the Charity already funds and what it wants to raise money to fund in the future.

The Charity feels it needs to recruit someone with more knowledge of Marketing and PR, although they will also be responsible for delivering the internal communications channels.

As Head of Marketing & PR you will lead a small team in devising multichannel communications and supporter journey marketing campaigns that helps raise awareness of our work, builds our digital communities, and helps drive income generation through targeted engagement activity.

You will work closely with teams across the charity and our hospitals to ensure that our marketing and communications' needs are met and that we become known as an organisation which delivers innovative, engaging and effective campaigns and communications initiatives in support of our beneficiaries.

As a professional with experience of communications, marketing (including digital marketing), social media, supporter engagement, brand development and media, your remit will include working closely with fundraising colleagues to develop, deliver and evaluate a schedule of donor acquisition and retention campaigns and to identify engagement opportunities across all marketing channels.

The ideal candidate will bring not only the gravitas and innovation to proactively lead a team to deliver exceptional results but also the creativity and ambition to see the Charity's brand increase across the Midlands.

This is a pivotal role which will have you working with staff and volunteers across the charity and our hospitals, to maximise our reach to both supporters and potential beneficiaries.

PRINCIPAL DUTIES

- Responsible for creating, implementing and measuring the success of a comprehensive marketing, communications and public relations programme that will enhance the Charity's image and position across the Midlands
- Responsible for Charity marketing, communications and public relations activities and materials including publications, media relations, donor acquisition etc
- Build and deliver branded marketing campaigns mixing traditional and digital media, ensuring key messages are consistently delivered
- Ensure all corporate design and visual identity is effectively managed
- Ensure the organisation engages with a diverse audience, ensuring all target audiences are communicated with regularly, positively and consistency, measuring impact and effectiveness
- Responsible for editorial direction, design, production and distribution of all Charity publications
- Coordinate media interest in the Charity and ensure regular contact with target media and appropriate response to media requests
- Act as the Charity's representative with the media
- Coordinate the appearance of all Charity print and electronic materials such as letterhead, use of logo, brochures, etc
- Provide support and advice to the rest of the team on marketing, communications and public relations
- Lead projects as assigned, such as cause-related marketing and special events
- Responsible for the achievement of marketing/communications/public relations goals and financial objectives
- Ensure that evaluation systems are in place related to these goals and objectives and report progress to the Charity Chief Executive and Trustee Board
- Develop and be responsible for short and long-term plans and budgets for the marketing/communications/ public relations programme and its activities
- Keep informed of developments in the fields of marketing, communications and public relations, charity management and governance and use this information to help the Charity operate with initiative and innovation

COMMUNICATION

- Relaying accurate and timely information to the fundraising team, the Charity Chief Executive and Charity Trustees on a regular basis. Communicating with clinical and non clinical staff within the hospital. Communicating with patients, families, donors, fundraisers and media.
- Dealing with enquiries, disseminating information and ensuring that the appropriate action is taken, whilst maintaining the Charity's policies and procedures

ORGANISATIONAL RESPONSIBILITIES

- Line management and development of the Communications team
- Participate as a member of the Senior Management Team to drive the Charity's long term strategy

PROFESSIONAL RESPONSIBILITIES

- Ability to present oneself in a professional manner as a representative of the hospital and the charity.
- To maintain confidentiality in all aspects of duty including patient, fundraiser and donor data.
- To assist in maintaining accurate records and to complete and return as requested statistical data.
- To maintain an accurate effective database, recording essential information and providing statistical data in accordance with guidelines and policy using Raiser's Edge and Microsoft Office.

MISCELLANEOUS

- To represent the Charity in a variety of different contexts and to a variety of different audiences.
- To ensure that a positive image of the hospital and the Charity is projected at all times.
- To hold a flexible approach to working hours (the role will require the post holder to work evenings and weekends as necessary).
- To hold a flexible approach to work when asked to take on other fundraising or admin duties when the team needs to cover holidays, or at times of workload pressure.
- To adopt a supportive and collegiate approach when working with the fundraising team and other colleagues within the hospital.

The Head of Marketing & PR will also carry out other projects and duties as directed by the Charity Chief Executive.

NOTES:

This is not intended to be an exhaustive list of responsibilities but more an outline framework against which the post holder will be given flexibility to define the detail. Any changes will be the subject of consultation with the post holder.

All employees must adhere to and perpetuate Charity Policies and Procedures relating to:

- Health and Safety
- No Smoking at Work
- Equal Opportunities in Employment, including responsibilities under the Disability Discrimination Act.

Your attention is drawn to the confidential nature of information collected within the NHS. The unauthorised use or disclosure of patient or other personal information is a dismissible offence and in the case of computerised information could result in a prosecution for an offence or action for civil damages under the Data Protection Act 1984.

Employees of the Charity are eligible to join a defined contribution pension scheme, to which the Charity will contribute 5% of an employee's annual salary in addition to employee contributions.



Head of Marketing & PR

Person Specification

Competence	Essential	Method of Assessment
Education and qualifications	GCSE English Language or equivalent	Application
	GCSE Mathematics or equivalent	Application
	Competent in computer use including Microsoft Office or equivalent	Application
	Educated to degree level or equivalent	Application
Experience	Experience of promoting an organisation through effective media relations, including pro-active campaigns and reactive reputation management	Application/Interview
	Experience of planning and executing targeted marketing and advertising campaigns across a range of both traditional and digital platforms	Application/Interview
	Experience of monitoring and assessing marketing and media strategy and activities success/failure against key business objectives	Application/Interview
	Experience in developing and upholding organisation-wide communications policies and procedures	Application/Interview
	Experience of working with the media	Application/Interview
	Experience of managing multiple third party delivery partners	Application/Interview

	<p>Ability to represent the Charity at events and functions</p> <p>Good interpersonal skills and ability to influence people at all levels</p> <p>Understanding and respect for the importance of patient confidentiality</p> <p>Desirable</p> <p>Understanding of the NHS and wider health and patient issues</p>	<p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p>
Additional Information	<p>A team player with a flexible approach.</p> <p>Available to work out of hours if required.</p> <p>Desirable</p> <p>Car driver</p>	<p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p>