

The Children's Hospital Charity

Marketing and Communications Assistant



March 2021

Sheffield Children's is a specialist children's hospital, providing the best possible care for children all over Yorkshire, the UK and beyond. The Children's Hospital Charity support Sheffield Children's by funding new facilities, specialist medical equipment, research which shapes paediatric care and transforming the hospital environment.

The Charity team help to ensure Sheffield Children's doctors and nurses have exactly what they want, when they need it to deliver the best care for its patients. Children and young people visit Sheffield Children's with every condition imaginable. Every day our doctors and nurses treat children with ground-breaking medical advancements, making our hospital one of the top children's hospitals for paediatric care.

The Marketing Team's objective is to position The Children's Hospital Charity as the Charity of choice, finding ways to catch - and keep - donors' attention. The successful candidate will be a member of the marketing workgroup and will be looking to support the marketing and media function across collateral, print, broadcast, web, films and social media, as well as generating case studies and delivering copy for both on and offline.

They will work closely with all workgroups within the Charity as well as the Communications Team within the Trust. They will help to deliver the Marketing Plan ensuring targets identified are achieved.

Closing date: 9am Monday April 19th 2021

Interviews: Tuesday 27th April 2021 – *by video-interview using Microsoft Teams*

Start date: early June 2021

Charity Registration no.: 505002

An enhanced DBS check is required for this post

Job Description

Title of post:	Marketing and Communications Assistant
Responsible to:	Head of Marketing
Location:	Charity Office, S10 2TH / S10 1DB or any office where the Charity operates – currently home based due to Coronavirus Pandemic
Salary:	£18,525 - £20,165 dependent on experience
Hours:	37.5 hours per week
Date:	March 2021
Contract:	Permanent

Overall Purpose of the Role

- To assist in the implementation of campaigns which underpin the strategy of the Charity both internally with the hospital communications team and externally to supporters.
- To support staff within the Trust with charity collateral, management of Theo, induction packs and communications of projects funded by the charity.
- Be the first point of contact on social media, general marketing email accounts and any inbound other communication channels.
- Source, manage and deliver case study stories with sensitivity.
- Generate multi-media and execute online for specific initiatives.
- Deliver the Marketing Plan with the Marketing Team.

Reports to: Head of Marketing

Member of: Marketing Workgroup

Works With: Senior Marketing and Communications Officer
Media and Communications Officer

Relationships and Roles:

- To demonstrate the ability to interact and cooperate with all Charity employees.
- To build trust, value others, communicate effectively, drive execution, foster innovation, focus on delivery to supporters, collaborate with others, solve problems creatively and demonstrate high integrity.
- Maintain professional internal and external relationships that meet the Charity's values.
- Proactively establish and maintain effective working team relationships with all internal and external stakeholders.
- To build trust, value others, communicate effectively, drive execution, foster innovation, focus on delivery to supporters, collaborate with others, solve problems creatively and demonstrate high integrity.

Key Duties and Responsibilities:

A. Marketing and Communications - Fundraising

- Assist in the delivery and implementation of marketing campaigns and projects
- Be the first point of contact for the marketing team across the Trust, on social media and comms email.
- Assist in the delivery and implementation of marketing campaigns and projects.
- Deliver events and campaign collateral across the Trust increasing charity and brand awareness with the staff and families.
- Produce collateral and fundraising materials, distribution and advertising, all in order to achieve strategic marketing and fundraising objectives.
- Produce artwork where appropriate and work with designers and printers to deliver fundraising and marketing campaigns.
- To conduct market research and competitor analysis.
- Ensure the brand development of the Charity is delivered and adhered to, increasing visibility across the core region and beyond.
- Produce copy for emails, newsletters and literature communicating the Charity's case for support.

B. Internal Communications and Sheffield Children's NHS Foundation Trust Engagement

- Deliver campaigns and projects defined in the marketing plan for Sheffield Children's.
- Coordinate induction packs for all hospital new starters.
- Facilitate and deliver testimonials and images of patients and staff who have benefitted from projects funded by the Charity.
- Work with the Fundraising Hub Officer on supporting the Sheffield Children's NHS Foundation Trust (SCNHSFT) staff with charity resources.
- Support Artfelt ensuring the projected delivered by Artfelt are communicated within the Trust as well as externally to supporters.
- Assist in the communication of funded projects by the charity to the Trust, including the coordination and promotion of "funded by stickers", films showcasing what the charity has funded, helping to coordinate launch events, text for enewsletter etc.
- Work with the SCNHSFT Communication Team ensuring an effective working relationship.
- Coordinate and ensure messages in the hospital are kept up-to-date.

C. Digital Marketing and Social Media

- Be the first point of contact for all social media platforms ensuring a coherent approach.
- Generate content including films, photography and stories for all social media platforms.
- Utilise data to convert one off online donors to regular givers.
- Maintain and regularly add content to the charity website, shop and sculpires website in order to drive traffic.
- Assist in the production and distribution of all charity's enewsletters.
- Investigate new initiatives online which drive income and sales.

D. Data Management

- Manage supporters, case studies and media contacts with ThankQ CRM.
- Report on supporter profiling in order to ensure effective marketing campaigns.
- Adhere to data protection policies.
- Using ThankQ CRM to manipulate the data for email campaigns, ensuring click throughs and responses are monitored.
- Use ThankQ to manipulate the data and ensure appropriate communications are used for the target audience.

E. General

- Represent the Charity when required, this may include external events or donor presentations.
- Other duties as may be required by the Marketing Manager, Charity Director, Administration and Fundraising workgroups.
- To participate in training and undertake appropriate learning and development, as identified through appraisal and regular reviews.
- Adhere to TCHC's contractual & non-contractual policies at all times. These are outlined in the TCHC staff handbook.
- Adhere to TCHC's No Smoking policy at all times.
- Act in the best interests of The Children's Hospital Charity at all times.

This job description covers the current range of duties and will be reviewed. It is TCHC's aim to reach agreement on changes, but if agreement is not possible, The Charity reserves the right to change this job description. The post-holder will be expected to adhere to relevant professional obligations and Codes of Conduct.

Person Specification:

Criteria		Essential (E) or Desirable (D)	Method of assessment Application (A) Interview (I) Exercise (E)
Education	Educated to A level standard or equivalent	E	A
	Educated to degree level or equivalent qualification	D	A
Qualifications	Qualifications in any relevant subject for Marketing, Public Relations, Communications or Journalism	D	A
Experience	Experience of working across and delivering marketing campaigns	E	I / A / E
	Experience with digital marketing including social media, websites and newsletter.	E	I / A / E
	Experience writing, producing and coordinating press releases	E	I / A / E
	Campaign planning including artwork design and liaising with designer and printers	D	A
	Experience of using databases Customer Relationship Management systems and Content Management Systems (CRM and CMS)	D	A
	Experience of designing artwork inhouse with programmes such as photoshop, InDesign etc.	D	A
Knowledge	Knowledge of marketing principles and marketing terminology as well as adapting these into a working environment.	E	I / A / E
	Knowledge of how to segment supporter profiles in order to ensure campaigns are sent to the appropriate recipient.	D	I / A / E
	Knowledge of Sheffield Children's NHS Foundation Trust	D	I

Skills	The ability to identify and build relationships with media contacts, families and fundraisers generating published case studies.	E	I / A
	Excellent time management skills with the ability to work under pressure to tight deadlines across various projects at the same time.	E	I / A / E
	Ability to write engaging copy for a variety of audiences and platforms including newsletters, brochures, and press releases.	E	I / A / E
	Proven ability to use ICT equipment and software including Word, Excel, Outlook, CRM Databases and the Internet.	E	I / A / E
Personal Qualities	Ability to contribute creative and inspiring ideas for marketing campaigns	E	I / A / E
	Able to adhere to processes and brand guidelines.	E	I / A / E
	Team player with a willingness to help others	E	I / A
	Self-starter with the ability to manage their own time and workload.	E	I / A
Other	Willingness to travel to multiple locations across the local and wider region	E	I / A
	Commitment to equality and diversity in the workplace	E	I / A
	Desire to fully commit and contribute to The Children's Hospital Charity's vision, values, and objectives	E	I / A
	Willingness to occasionally work out of office hours, this includes weekends	E	I / A
	Access to your own smart mobile telephone/device compatible with the Charity's 3CX Phone App	D	A

Marketing and Communications Assistant

1. Salary

£18,525 - £20,165 dependent on experience

2. Contract

Permanent

3. Hours

37.5 hours per week (9am – 5pm / Mon-Fri)

The Charity has a flexible start and end time to the working day between 8.30am and 6pm.

4. Pension Scheme

You will be auto enrolled into a Pension Plan, after a three-month postponement period, with an employer contribution of 7% basic pay, and employee statutory contribution of 1% of basic pay.

For further details see: <https://www.yourstandardlifepension.com/dpae/drwm/index>

5. Westfield Health

You will be enrolled as a member of the Westfield Health Chamber Primary Health Cash Plan (Level 1). For details of the benefits see: <https://www.westfieldhealth.com/chamber/chamber-primary-health-plan>

6. Annual Leave

27 days per annum, plus statutory holidays

7. Probationary Period

All new staff are subject to an initial probationary period which is six months for permanent staff.

8. Supervisions and Annual Appraisal

Supervisions and annual appraisals are conducted regularly for all staff by their Line Manager.

9. No Smoking

We have a policy of no smoking at this workplace (except limited designated areas) which you are required to respect.

10. Disclosure and Barring Service Check

All Charity staff are required to undergo an enhanced Disclosure and Barring Service (DBS) check. Satisfactory clearance is a necessary requirement of employment.

Our Mission

We make an extraordinary hospital even better.

Children come from all over the country to see our hospital's specialists and we work hard to provide the best possible equipment, to fund ground breaking research and to create the best hospital environment for them.

We do this to ensure that our hospital can continue to give world-class care.

Patients and their families are at the centre of everything we do

Our Vision:

By March 2022 we aim to have increased our annual income to £6m. This will enable us to support the transformation of our hospital and will mean that we can ensure that it continues to give world-class care.

Our Values:

Integrity -

We are an honest and transparent organisation.
We spend the money we raise wisely. We have a history to be proud of.

Passion -

We are committed to the success of the hospital and hope to help make every family's visit the best experience possible.

Excellence –

We aim to meet and exceed donors' needs, honouring their commitment to support the hospital. We are committed to doing our best.

Together -

We work together as a team and in partnership with staff at the hospital. We are part of the communities we serve. We listen (to each other, to our supporters, to hospital staff, to patients and their families).

Our Methodology:

Integrity -

We tell the truth – even if it is uncomfortable.
Purchasing: unless impossible, we get three quotes (minimum) from suppliers, we choose based in quality of product, service and attention to detail.

Passion -

As a team we go the extra mile in our work and the projects we are involved in, ensuring we use our time as wisely and strategically as possible.
We add personal value to all our work.
We look out for each other.
We spur one another on – celebrating success, working as a team to deliver our mission.

Excellence –

We don't settle for second best.
When we could have done better we learn from our mistakes, say sorry if we need to, and do bit better next time.
We ensure that we are prompt to say thank you to supporters.

Together -

We collaborate across the Charity team and share best practice.
If someone is struggling we lend a hand.
We have short account with each other and respect one another.