

Job description

Job Title: Communications and Marketing Manager Responsible to: Head of Communications and Marketing Staff reporting: Four

Department: Communications and Marketing Contract: Permanent/full-time

Salary: £38,926 (inclusive of ILWA)

Location: Hybrid/London, SE1 4LX (min. one office working day per week)
Date updated: April 2024

Carers UK is the leading national charity, supporting, advocating for, and connecting unpaid carers across the UK.

With over 5.7 million unpaid carers in the UK and 12,000 individuals becoming a carer every day the need to support them is growing and urgent. Unpaid carers save the economy an estimated £445 million each day (England and Wales) and are vital to the friends and family members they support, as well as to the wider community.

This is an exciting time to join Carers UK as we near the end of our current strategic period, *Vision 2025*; develop our future strategy; and head into our 60th anniversary year.

# Job description

## Main responsibilities

* Develop and deliver the communications and marketing strategy, with the Head of Communications and Marketing, in line with annual organisational business plan and longer-term strategy.
* Line manage four direct reports: setting objectives; supporting via regular one-to-ones; ensuring KPIs are monitored and achieved; and conducting annual appraisals
* Develop, implement, and evaluate a range of integrated off/online marketing communications to support the delivery of activities across Carers UK
* Work with colleagues to develop tailored communications and marketing plans for key projects, agreeing and monitoring against KPIs
* Develop strategies to increase engagement with Carers Week and Carers Rights Day through owned, earned, and paid channels – and through our partnerships
* Ensure increased levels of engagement with Carers UK’s owned social media channels, including through paid campaigns, reporting on performance
* Be the organisational lead for all paid digital communications and marketing activities
* Contribute to the successful delivery of conferences including the AGM and the Members’ Conference
* Lead the team in ensuring all content for our members’ magazine, *Caring*, is audience focused and encompasses a range of carers experiences.
* Ensure that all content on the main Carers UK website and other Carers UK owned websites is fit-for-purpose and engaging, working with the team and other colleagues to monitor page and site performance, proposing and testing improvements
* Write, edit, and proof-read engaging communications materials, ensuring consistency and compliance with Carers UK’s branding, values, key messages, and style guidelines
* Monitor and ensure that all systems and processes are fully GDPR compliant
* Ensure communication and marketing plans are delivered on time and within budget
* Prepare and distribute scheduled and ad-hoc reports on communications and marketing performance including utilising insight from third party digital partners
* Work collaboratively with colleagues across Carers UK including all four nations to ensure a consistent approach to projects
* Develop and implement a plan to promote key staff and other stakeholders throughout the year, internally and externally
* Ensure that all communications reflect the experience of carers in the UK including from a full range of diverse backgrounds
* Keep up to date on sector developments, sharing findings with the team/organisation
* Ensure personal development through attendance of conferences, and own reading and development

## General

* To attend staff meetings and Carers UK staff conferences and events as directed.
* Work, at all times, in accordance with all policies and procedures of Carers UK including the Equal Opportunities and Confidentiality Policies.
* To reasonably undertake any other duties as required by the line manager that are commensurate with the level of the post.
* Comply with the data protection regulations, ensuring that information on members, supporters, employees, and volunteers remains confidential.

# Person specification

You’ll be an experienced communications and marketing professional (ideally with charity sector experience that includes campaigns and/or fundraising) who can demonstrate a broad range of skills and experience.

## Skills and experience

* Experience of managing and developing a team of communications/marketing professionals
* Proven ability to write compelling copy, either in own voice or ghost writing
* Experience of monitoring and reporting on expenditure budgets
* Experience of building and maintaining successful relationships, internally and externally and working collaboratively across teams
* Experience of digital development with understanding of improving customer journeys and experience
* Experience of managing paid digital campaigns
* Experience of applying tools for digital performance tracking
* Able to track and manage diverse strands of work simultaneously, on time and on budget.
* Experience of working with creative, branding, and digital agencies
* Understanding of the need to maintain confidentiality, complying with data protection legislation
* Excellent written and verbal communication and presentation skills
* High level of IT skills, including Content Management Systems (ideally Umbraco), CRM tools and social media management
* Demonstrable skills in using Adobe Creative Suite software, primarily Photoshop and InDesign
* Understanding of diversity and representation, particularly in relation to communications and marketing
* An informed appreciation of the challenges and issues facing unpaid carers and an ability to relate to and empathise with the needs of individual carers

## Review

This job description gives an outline of the main duties of the post. It does not form part of the contract of employment and may be changed from time to time in consultation with the post holder.

### Our Values

Carers are at the heart of everything we do. We are:

**Attentive**

* we welcome everyone and are always supportive and ready to help
* we listen carefully and respond with expertise and understanding.

**Ambitious**

* we’re courageous and innovative, aiming high and seeking out new ideas and opportunities that take us forward
* we are always learning and improving, pushing boundaries to increase our impact.

**Achievers**

* we are passionate about what we do and tenacious in our pursuit of change
* we adapt to new challenges and are always striving for excellence
* we love to collaborate and enjoy working with others to reach our goals.

### Diversity and inclusion

Carers UK is committed to becoming a diverse and truly inclusive organisation. We strive to create a workplace where our colleagues and volunteers can truly be themselves and feel like they belong and constantly seek to ensure all voices are heard.

To embrace this culture of diversity, our employee and volunteer recruitment should reflect our stakeholders and the society that we serve and support, regardless of age, race, gender, sexual orientation, physical abilities, disabilities or religious practices. We value individual diversity and are actively building diverse teams here at Carers UK and value our colleagues from a wide range of backgrounds.

As a membership charity for carers, we particularly seek employees and volunteers with a real understanding of the issues faced by carers. Reasonable adjustments can be made to the process and role dependent on the needs of the applicant.

# Terms of appointment

**Salary**: £38,926 (inclusive of ILWA)

**Contract:** Permanent/full-time

**Location:** Hybrid/London, SE1 4LX (min. one office working day per week)

**Hours:** 35 hours a week

**Benefits**

We understand what you need from us as an organisation and recognising that, offer you a rewarding role in a truly flexible and supportive working environment with many attractive benefits. We’ve developed inclusive policies, flexible working arrangements with your wellbeing at the heart of Carers UK.

* A work life balance commitment with flexible working arrangements available in a truly flexible working culture
* 25 days holiday (excluding bank holidays) rising to 28 days with long service
* An additional 3 days leave over Christmas and New Year when the office is closed
* Up to 10 days paid carers leave
* Recognition scheme including a values winner of the month
* 6% contribution to stakeholder pension scheme
* Loans for bikes when you have been with us for 6 months
* Interest free season ticket loans
* Free access to round the clock employee assistance programme for advice and support, plus access to a wellbeing app.
* Family friendly policies
* Free life insurance cover 2 times your annual salary
* Central London location with excellent transport links, beautiful views of London and close to Borough Market
* Eye care voucher scheme
* Socials such as weekly quizzes and ad hoc events
* A commitment to staff learning and development including access to a learning management system
* Induction and buddy scheme
* A commitment to staff wellbeing including Wellbeing Wednesdays and training
* Equality, diversity and inclusion staff networking groups
* Two paid volunteer days per year

We are proud to be an Employers for Carers and Carer Positive member and a Living Wage Employer. We have signed the ‘Happy to Talk Flexible Working’ initiative and are committed to building the best possible environment to help carers in the workforce. Carers UK have signed the Menopause Workplace Pledge and have achieved the Disability Confident Commitment.

As a responsible organisation, we have taken a proactive approach to managing our impact by conducting an external eco-audit of the organisation. We already have an environmental and energy policy and together with the audit recommendations which we will be working to implement we will continue to work to manage our impact. We expect all employees to help us achieve our aim of being an environmentally responsible charity.

**How to apply**

For an application pack please visit <https://www.carersuk.org/about-us/working-for-carers-uk>

Please also ensure you have also completed and submitted the personal details form and the diversity monitoring form provided on this site. The information on the form will be treated as confidential and used for statistical purposes only. These forms will not be treated as part of your application.

CV, personal statement and completed monitoring forms should be emailed to recruitment@carersuk.org. Please send in your application as soon as possible.

Carers UK anonymises all applications prior to shortlisting.

Carers UK are actively interviewing for this role as we receive applications.

Carers UK reserves the right to appoint at any stage, should an outstanding candidate emerge.

Carers UK may carry out online and social media checks before a formal offer is made.