



Recruitment Information Pack

**Communications and
Marketing Manager**





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Introduction

Dear Applicant

Thank you for your interest in the role of

Communications and Marketing Manager

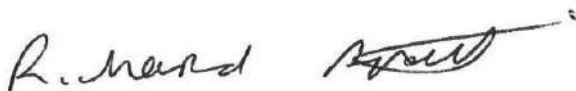
at Cancer Focus Northern Ireland. This Information Pack includes information about Cancer Focus NI, sets out the process for recruitment and outlines the qualifications, skills and experience we are seeking.

Cancer Focus NI is a local voluntary organisation that aims to eliminate cancer, where possible, and reduce its impact on our society. We were Northern Ireland's first cancer charity and in 2019 we celebrated our 50th Anniversary. Since our founding we have had four main pillars of endeavour: **cancer prevention, services to people affected by cancer, funding local cancer research and campaigning and advocacy work.** While we have stayed true to our founding principles, how we have delivered on our mission has grown and developed over the years.

We invite you to read through this Information Pack and understand more about the role and the person we are looking for. If you wish to apply for this role, please ensure you submit an up-to-date, accurate copy of your CV before the application deadline.

The change and impact we make is defined about how we work and what we value. If you feel you have the relevant skills, qualifications, experience and shared values base for this role, we would very much welcome your application.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Richard Spratt', with a stylized flourish at the end.

Richard Spratt
Chief Executive

Cancer Focus NI

Our Story to Date

Cancer Focus NI was established in 1969 initially to fund cancer research in Northern Ireland. The founding members very quickly realised that while local cancer research was needed, there was a similar pressing need to inform the public about the causes of cancer and how they could reduce their risk.

There were also people living with the disease for whom there were few options for support and advice. It was likewise recognised that to deliver real change we need effective public health policies and provision.

The four pillars of endeavour were thus formed and still shape our work today. The charity was originally called the Ulster Cancer Foundation. We changed our name in 2012.

Our Vision

A future where cancer is a manageable disease.

Our Mission

Cancer Focus NI is a local charity that aims to eliminate cancer, where possible, and reduce its impact on our society.

Its four main pillars of work are care services, research, prevention, public campaigns and advocacy.



Cancer Focus NI

What We Do

Care Services

Our Aim

To provide a range of care services and information to meet the needs of all those affected by cancer

Cancer Research

Our Aim

To promote and support internationally competitive, high quality local research into the causes, treatment and prevention of cancer

Cancer Prevention

Our Aim

To reduce the risk of our citizens developing cancer and promote its early diagnosis

Campaigning and Advocacy

Our Aim

To raise public and professional awareness of cancer issues and influence policy makers to improve cancer services and public health policy.

Cancer Focus NI provides services to people directly affected by cancer and health promotion services to the general public.

Services include counselling for patients and family members, family support to children and young people whose parent or other significant adult has cancer, a Freephone nurse led helpline, creative therapies, a patient driving service and bra-fitting for women who have undergone mastectomy.

Prevention services include smoking cessation, Keeping Well, a mobile project offering one to one health checks, information and signposting in communities and workplaces and the schools project with health promotion interventions linked to the national curriculum from nursery school to post-primary.

Our Values

Caring, welcoming

We welcome everyone affected by cancer and anyone at risk of cancer demonstrating an inclusive, caring and empathetic approach to our beneficiaries. We strive to place the user of our services at the heart of all that we do.

Recovery

We offer hope, empowerment, self-responsibility and a meaningful role in life for people affected by cancer. We support, empower and enable individuals and communities to deal with the impact of a cancer diagnosis and to make informed decisions to reduce their cancer risk.

Ethical

We are honest, transparent, professional and accountable in all our activities

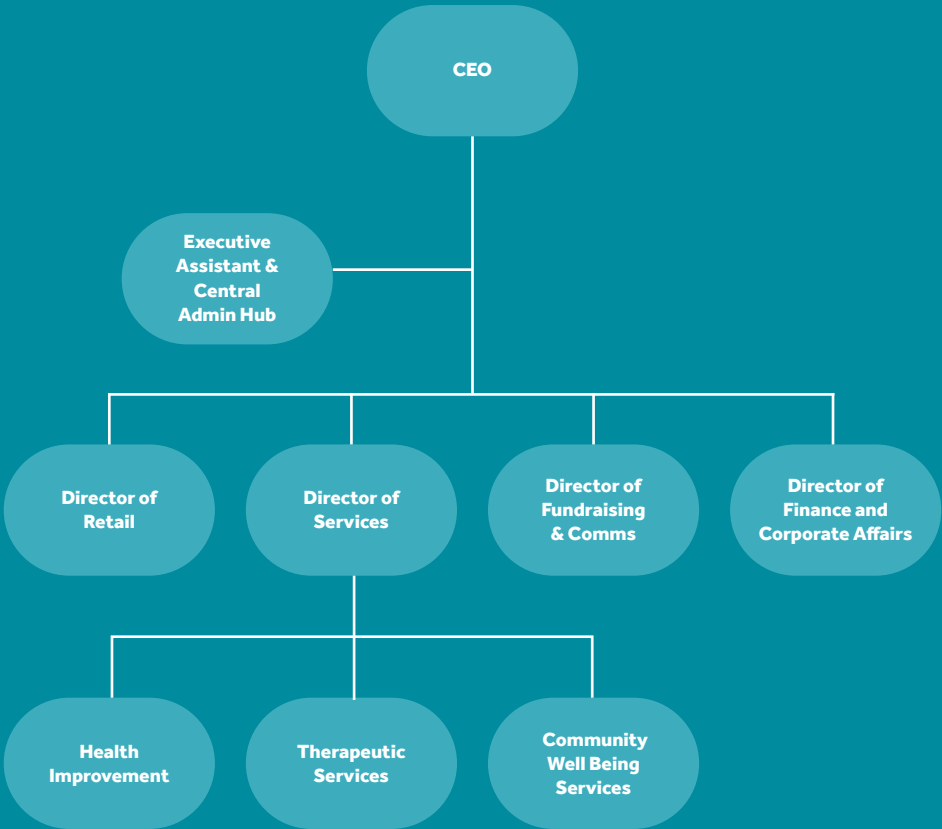
Focused on Excellence

We strive towards continuous improvement, showing leadership, positivity, creativity and innovation.

Committed to Partnership

We are committed to working with other agencies, locally, nationally and internationally to eliminate cancer, valuing teamwork both internally and externally.

Organisational Structure



Job Description

Communications and Marketing Manager

Responsible to: Director of Fundraising and Communications

Hours: 35 hours per week

Location: 40 - 44 Eglantine Avenue, Belfast / Remote

Remuneration: £36,371 - £42,614

Summary of main responsibilities

To support the Director of Fundraising and Communications in the creation and implementation of a Communications and Marketing Strategy to secure support for Cancer Focus's fundraising, campaigns and services across Northern Ireland.

You will be responsible for enhancing the profile of Cancer Focus NI with the public, including our donors and media and increasing brand awareness both internally and externally. You will also be responsible for the management and delivery of the overall Communications and Marketing budget.

This post will require excellent leadership and people management skills combined with extensive experience of working in a multi-channel context, whilst balancing strategy and tactical delivery at all levels.

Key Responsibilities

Communications

- Develop and manage the overall Communications and Marketing Strategy for the organisation in conjunction with Senior Management Team
- Develop key performance measures to assess the impact of our strategy, identifying and evaluating specific channels and projects
- Manage a proactive communication programme to enhance the reputation of the organisation and the visibility of the cause
- Take responsibility for the management and evaluation of all Cancer Focus NI digital media including website and social media platforms to ensure that the content is current, engaging and optimised
- Manage advertising budgets ensuring best value obtained and to work with the external suppliers to develop advertising campaigns as appropriate
- Identify, relationship manage and steward all key case story ambassadors and celebrity/influential patrons

Marketing and Brand Positioning

- To manage the development and implementation of integrated marketing campaigns including major fundraising campaigns, services delivery, fundraising events and policy work
- To measure the effectiveness of all marketing and communications campaigns against ROI and specific KPIs
- To ensure a coherent, consistent and clear brand message is delivered across all aspects of communications and ensure compliance with brand guidelines
- To position and raise Cancer Focus NI's profile as sectoral leader
- Devise strategies with external agencies to enhance the organisation and brand position

Public Relations

- To actively build and develop key relationships with existing and new media: press, broadcast and online and ensure the effective management of all media activities
- Coordinate press activities including press releases and media packs, ensuring the availability of suitable spokespersons
- Advise on media crisis management
- To work closely with public affairs and policy lead to proactively support media and communications work aligned to lobbying priorities
- To report and evaluate all media coverage

Managing Staff

- Take responsibility for managing all staff within the Communications and Marketing Department, ensuring compliance with organisational policies and procedures
- Ensure all staff have well defined job role and clearly communicated goals and targets
- Ensure the personal and team development of staff through staff support, mentoring, training and coaching
- Identify and manage under-performance in a timely manner according to organisational policies and procedures
- Ensure compliance with Health and Safety within the workplace according to policies and procedures: ensure that all health and safety recommendations are implemented promptly and effectively

Corporate Role

- Provide reports to the Senior Management Team as required
- Contribute to the organisations overall strategic and operational planning
- Contribute to interdepartmental working groups
- Represent Cancer Focus NI at external event as and when required as directed by the Director of Fundraising and Communications

Personal Development

- To ensure your, and that of your teams, knowledge of the digital marketing industry and best practice communications is kept up to date and relevant by ongoing networking and training

Other duties consistent with the overall purpose of the post may reasonably be allocated by the Director of Fundraising and Communications or CEO from time to time



Job Benefits

- Flexible working policy (home-working, reduced hours, hybrid-working)
- 25 days Annual Leave, plus 12 statutory days (pro rata for those working less than 35 hours per week)
- Two additional days of annual leave after five years' service and a further three days after ten years' service
- Enhanced Maternity / Adoption Pay
- Enhanced Occupational Sick Pay Scheme
- Contributory Pension Scheme
- Employee Assistance Programme (EAP)
- Cycle to Work Scheme
- Mileage Allowance at the prevailing HMRC rate
- Time Off In Lieu (TOIL) for additional hours worked
- Life Assurance cover

This Job Description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the postholder.

Person Specification

Communications and Marketing Manager

The personnel specification shows essential skills, abilities, knowledge and/or qualifications required to be able to carry out the duties of this post.

Essential Criteria

- Third level qualification in Marketing or related field; or Postgraduate Diploma in Marketing or related field
- A minimum of 5 years' experience of working in a digital, marketing and communications related capacity
- Evidence of managing and delivering projects independently and managing budgets
- Ability to think creatively and identify and respond to emerging communication trends and techniques
- Proven experience of brand management
- Ability to build and maintain external relationships, particularly media
- Experience of developing and delivering integrated multi-channel marketing campaigns
- Proven experience of writing creative copy
- Evidence of the ability to develop and implement communications and marketing strategies, overseeing monitoring and evaluation

- Strong interpersonal skills to build relationships across all levels of the organisation.
- Proven track record of managing and leading team members within the communications and marketing function
- Proven ability to work on own initiative managing time and tasks effectively, work in cross-functional teams and remain flexible
- Ability to work under pressure and to tight deadlines
- Enthusiasm, drive and commitment to continuous improvement
- Ability to work outside normal office hours and/or weekends
- Hold a full, current driving licence with business insurance and have access to the use of a car to carry out the duties of the post.

Desirable Criteria

- Membership of Chartered Institute of Marketing or Public Relations
- Knowledge of digital media including website management, Google Analytics, Google Display/Adwords, video production, social media ads, Pay Per Click advertising (PPC) and Search Engine Optimisation (SEO)



Terms and Conditions of Employment

- All offers of employment are subject to receipt of 2 satisfactory references from referees who can comment on your work ability. One referee should be your current or most recent employer, and one from a previous employer.
- Successful applicants must provide proof of their right to work in the UK. (This will be evidenced in the first instance by being in possession of a British or Irish passport or a valid UK Work Permit).
- The activities of this role meet the AccessNI definition of regulated activity relating to working with adults and children. Cancer Focus NI will obtain an AccessNI Enhanced Adult Barred List check, and/or Enhanced Children's Barred List check for the successful candidate.
- Up to 12 months probationary period.
- Evidence of relevant academic and professional qualifications must be provided.
- Evidence of appropriate vehicle documentation i.e. driving licence and insurance cover must be provided where the role necessitates travel on company business in own vehicle
- Potential employees may be asked to attend a pre-employment medical.

Additional Information

Benefits

- Flexible working policy (home-working, reduced hrs, hybrid-working)
- 25 days annual leave and 12 annual statutory days (pro-rata for those working less than 35 hrs per week)
- Two additional days of annual leave after five years service and a further three days after ten years' service
- Enhanced Maternity/Adoption Pay
- Enhanced Occupational Sick Pay Scheme
- Contributory Pension Scheme
- Employee Assistance Programme (EAP)
- Cycle to Work Scheme
- Mileage Allowance at the prevailing HMRC rate
- Time off in lieu (TOIL) for additional hours worked
- Life Assurance cover

Applicants will hold a full, current driving licence and have access to the use of a car or some other appropriate form of transport to carry out the duties of the post.

Disability

Cancer Focus NI is an Equal Opportunities Employer and all applications in accordance with the Disability Discrimination Act a person is disabled if they have, or have had, "a physical or mental impairment which has, or has had, a substantial and long-term adverse effect on your ability to carry out normal day to day activities".

If you consider yourself to have a disability relevant to the position for which you are applying, please contact us so that we can process your application fairly, make any specific arrangements for your interview, and make any necessary reasonable adjustments or adaptations, or provide any aids to assist you in completing the duties of the post if appointed.

Additional Information

Equal Opportunities

Cancer Focus NI is an Equal Opportunities Employer and all applications for employment are considered strictly on the basis of merit.

Application Process

The closing date/time for submission of applications is

Friday 17th June 2022 at 12pm

Please ensure your CV and any requested supporting documentation is submitted before this date/time to: hadmin@cancerfocusni.org or, mailed to:

**Human Resources, Cancer Focus NI,
40/44 Eglantine Avenue, Belfast, BT9 6DX**

We cannot accept Applications received after the closing date/time.

Guidance Notes on Applying for our role

- Please ensure your CV is up-to-date and accurate. Cancer Focus NI will not make assumptions from the title of your post(s) or the nature of any employing organisation(s) as to your skills and experience gained.
- If you do not provide sufficient detail, including the appropriate dates needed to meet any eligibility criteria, your application may be rejected.
- ONLY the details provided by you in your CV will be used for determining your eligibility for the post/shortlisting purposes.

Contact Details

If you have any queries regarding the recruitment process, please contact Yvonne Irvine (yvonneirvine@cancerfocusni.org) or Maeve Colgan (maevecolgan@cancerfocusni.org) or phone 028 9066 3281



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