

RAINBOWS HOSPICE FOR CHILDREN AND YOUNG PEOPLE

JOB DESCRIPTION

Job Title: Head of Marketing and Communications
Accountable to: Director of Income Generation and Marketing

Job Summary

To lead on the development and delivery of a proactive and creative marketing and communications strategy that supports the delivery of the organisational strategy.

Key Responsibilities

Strategy and Planning

- Building the brand and reputation of Rainbows as the East Midlands' leading children's hospice across all the regions we cover.
- Delivering an ambitious and high-impact marketing and communications strategy and overseeing its implementation and communication across the organisation.
- Playing an active role in the Supporter Relations Management Team, informing strategic decision making.
- Collaborating with the Directors and Trustees, keeping the group informed on communications activity, and equipped with key messaging. Also engaging relevant individuals where appropriate for their expertise.
- Overseeing the development of Rainbows emerging digital marketing strategy.
- Ensuring consistency in key messages, audiences, visual identity, house style, tone, and appropriate language.
- Advising and supporting Rainbows colleagues, corporate partners and wider teams on communications strategy.

Brand

- To ensure the Rainbows brand reflects the organisation's strategy, services and supports its delivery.
- Increase the profile and reach of the Rainbows brand across key audiences and territories
- Ensure that the brand is integrated across all activity and to act as the brand guardian.

- Manage ongoing market research and analysis to develop insights and use this data to inform the charity's brand positioning and marketing strategy.
- To develop and continually manage brand guidelines and tone of voice.

Insights and advocacy

- Embedding insights and evidence into our communications outputs to create compelling campaigns, support fundraising, and demonstrate our impact.
- Leveraging Rainbows expertise in hospice care to influence policy.
- Work closely with Together for Short Lives and Hospice UK to champion the work of the hospice and our communications agenda.
- Leveraging our patrons, ambassadors and key influencers to amplify our insights, impact and storytelling.

Communications and Content

- Oversee content creation for various platforms, ensuring high-quality and engaging content that resonates with our target audience.
- Leading on the relationship with agencies as required, ensuring they're delivering on proposed plans and KPIs.
- Co-ordinating with colleagues to source appropriate projects, case studies and spokespeople for media opportunities.
- Identifying potential PR risks and supporting Senior Leadership Team/Executive Group on crisis management.
- Acting as a public advocate and spokesperson as required.

Digital

- Work with your team to oversee the website to ensure it is up to date and relevant.
- Work with your team to support colleagues with the setup, monitoring and evaluation of their digital marketing campaigns to support their work. This includes working with fundraising and the People Team.
- Work with the team to analyse campaign performance data and adjust strategies as needed to optimise results.
- To work with income generation colleagues to help implement and advise on digital tools to support fundraising and supporter journeys.

Management and Communication

- Managing the marketing and communications team against agreed objectives.
- Overseeing relationships with external suppliers, supporting managers with day-to-day responsibility for agency management.
- Ensuring internal colleagues are aware of external trends and issues affecting Rainbow's work.

- Oversee internal communications to maximise staff engagement and ensure staff have access to the information they need.
- Overseeing marketing and communications needs from across the organisation.
- Leading the communications team in monitoring, evaluating and improving performance (against agreed objectives and KPIs) of all marketing and communications activities, and sharing successes/learnings internally.
- Ensuring compliance with relevant Rainbows policies, including data protection, safeguarding, and equality, diversity and inclusion.
- Ensure there is due regard for equality and diversity throughout all our marketing and communications activities.
- Keeping up-to-date with best practice in marketing, communications and digital innovation.
- Develop and manage the marketing and comms budget to help achieve organisational objectives.
- Work closely with wider hospice colleagues to create, deliver and monitor marketing campaigns for all projects including digital campaigns, events, B2B and B2C initiatives, appeals, lottery, trust applications etc.
- Ensure the production of quality materials across all media.
- Work closely with the Fundraising teams to support the recruitment and retention of supporters and the subsequent development and maintenance of relationships,
- To ensure that marcomms activities are monitored and evaluated against key performance indicators.

Training and Development

- To attend staff development programmes, training courses, conferences and study days as deemed necessary.
- To attend compulsory staff meetings
- To undertake specific training for specialist pieces of equipment and remain updated in same
- To take responsibility for attendance at mandatory training sessions in resuscitation, fire, child protection, moving and handling, and minibuses awareness

Data Compliance and Confidentiality

- In line with national legislation, and Rainbows policies, must process all personal data fairly and lawfully, for the specific purpose(s) it was obtained and not disclosed in any way incompatible with such purpose(s) or to any unauthorised persons or organisations, unless a lawful exemption applies.
- To comply with all Rainbows policies and procedures on Data Protection, Confidentiality, and Information Security.

Behaviours and Values

- To promote, uphold and demonstrate the Rainbows values.
- To work actively and positively as part of the wider hospice team, demonstrating a desire and ability to build relationships with colleagues across all teams.
- To be able to manage time and projects effectively and efficiently and respond to shifting priorities and workloads with ease.
- To be proactive in seeking out support and finding new ways to encourage supporters to participate in our activities.
- To act always in a professional manner, respecting the needs of colleagues and co-workers, working collaboratively to ensure a harmonious work environment, and following our code of conduct at all times.

Our Values:

- One Team – Working together with fairness and respect.
- People Centred – Championing inclusivity, compassion, and clarity.
- Aim High – Adapting, learning, and sharing our expertise.
- Own It – Focused, committed, and accountable.

Safeguarding Children and Vulnerable Adults

- To comply with Hospice and Leicester City LSCB Policy, Procedures and Practice.
- To follow hospice policy regarding the management of safeguarding concerns.
- To access mandatory safeguarding training and demonstrate competence at the required level.

Equality, Diversity and Rights

Rainbows Hospice for Children and Young People is committed to improving the quality of its services to all people, irrespective of race/ethnicity, disability, gender, religion or belief, age, or sexual orientation. Our objective is to deliver high quality services that are accessible, responsive, and appropriate to meet the diverse needs of different groups and individuals. As such, we will continue to take action to ensure that staff and volunteers employed by Rainbows Hospice are culturally aware and treat every person with dignity, respect, and fairness, in a way that is sensitively responsive to differences and similarities. Unlawful discrimination and other forms of exclusion have no place within Rainbows Hospice.

Responsibilities:

- Support and uphold the equality, diversity, and rights of all individuals, including children, young people, their families, staff, and volunteers.
- Actively promote the consultation and involvement of children, young people, and families in decision-making processes.
- Adhere to and work in alignment with the Hospice's Equality and Diversity Policy.

Health and Safety

- To carry out duties placed on employees by the Health and Safety at Work Act 1974.
- To comply with Health and Safety Policy.
- To take reasonable care for the Health and Safety of themselves and others who may be affected by their acts or omissions at work.
- To co-operate with their employer as far as is necessary to meet the requirements of the legislation.
- To not intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety, or welfare in the pursuance of any of the relevant statutory provisions.
- To be aware of and adhere to current policies regarding infection control at all times.

General

- To maintain a high standard of personal hygiene and presentation.
- To act at all times in a professional manner, respecting the needs of colleagues and co-operating to maintain a harmonious working environment.

This job description is subject to amendment and may be changed from time to time.



Recruitment enquiries:

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