

NHS CHARITIES TOGETHER

Head of Marketing and Brand Recruitment Pack

NHS Charities Together

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Calls cost 5p per minute plus your network access charge

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NHS Charities Together is the trading name of the Association of NHS Charities
Company number: 12325259; Charity number: 1186569

Message from the CEO of NHS Charities Together

Dear Applicant,

Thank you so much for your interest in working at NHS Charities Together as our Head of Marketing and Brand. This is an exciting time to join our team. Thanks to phenomenal public support, our national Covid-19 Appeal has raised more than £150million to help NHS staff, volunteers and patients through the immediate and long-term effects of coronavirus.

Our charity is on an incredible journey. Since completing a rebrand in 2019 from the Association of NHS Charities to NHS Charities Together, we are embarking on a further stage of brand development to reflect our increased profile and external supporter audience over the last year.

The recruitment of this post is part of an ambitious strategy and commitment to raise awareness of our brand and the important role of NHS charities, as well as engaging our key supporters.

We are very proud of what we achieve. We are a small, but growing staff team and the Head of Marketing and Brand will have a key role to play as we work hard to support our members and raise the profile of NHS charities.

If you are passionate about the health and wellbeing of our nation, believe that through supporting NHS charities we can significantly increase the vital support given to our hospitals, community, mental health and ambulance services, we would love to hear from you.

Best wishes

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

Ellie Orton
CEO, NHS Charities Together

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Background NHS Charities

There are more than 240 NHS charities across the UK and most of them focus on helping our hospitals do more. Collectively these charities give over £1million every day to the NHS so that people can stay well for longer and get better faster. In recent years NHS charities have funded major capital projects, pioneering research and medical equipment at our hospitals, helping patients access the best possible care when they need it most.

There is so much love for the NHS and this was evident following the launch our Covid-19 Appeal in March 2020, to support staff, volunteers and patients through the immediate and long-term effects of the coronavirus pandemic.

More than £150million has been raised so far, thanks to generous donors and fundraisers including Captain Sir Thomas Moore whose high-profile efforts inspired the nation. Covid-19 Appeal funds are being issued in grants to NHS charities. These grants fund everything from wellbeing rooms for staff, iPads to connect isolated patients with loved ones and hardship funds for those affected financially by Covid-19.

NHS charities are devoted to our nation's hospitals, community and ambulance services, funding ground-breaking research and vital medical equipment, while developing new treatments and enhanced care to support patients.



NHS charities also play a key role in mobilising volunteers to support NHS staff, brightening wards and waiting areas with colourful and engaging art and building an important link between our hospitals and our communities. Other NHS charities support mental health trusts, community health trusts and ambulance trusts.

These vital funds and services are above and beyond what the NHS alone can provide, touching lives and making a huge difference to millions of people when they are at their most vulnerable.

To read real life stories of the difference NHS charities make, visit the [NHS Charities Together website](#).

The Association of NHS Charities & NHS Charities Together

Founded in 2000, the Association of NHS Charities started as an informal group of the largest NHS Charities which came together to provide mutual support and a forum for discussion. Since then we have changed our name to NHS Charities Together (to better reflect what we do and who we support) and grown steadily, welcoming charities both large and small from across England and Wales, as well as Scotland and Northern Ireland. Today NHS Charities Together represents over 240 charities. The organisation was formally constituted in 2008 and successfully applied to the Charity Commission to become a registered charity.

NHS Charities Together provides a forum for nationwide fundraising and advocacy campaigns, provides advice and guidance to its members, bespoke conferences and training days covering issues and development opportunities for NHS Charities, as well as access to online resources and support through exclusive member pages on the website. In 2018, the 70th year of the NHS, NHS Charities Together launched a brand-new vision and strategy for the next 5 years, outlining the next exciting phase for NHS Charities.



Anupurba's Rehab

Thanks to an NHS charity, young children like Anupurba who wear prosthesis can benefit from a specially designed therapeutic playground to help their rehabilitation through play

Vision, Mission and values

NHS Charities Together's Vision is to:

'Inspire NHS Charities to become the Nation's biggest independent supporters of Health and Well-being'

Our Mission is: That we will support the development of NHS charity members to enable them to:

- become high functioning charities
- add great value to their associated NHS Trust(s), its patients and staff as well as their wider communities
- be recognised by their Trust as a major strategic partner

Our Values are:

To strive to be an organisation that:

- Is **accessible** to all charities in the sector, corporate and independent
- Is **proactive** in all its activities

- Believes in **working together** with members and creating networking opportunities for all
- Always seeks to **promote** best practice, including the unique status and governance of NHS charities
- Is **reflective** and learns from its experiences

Strategic Objectives:

1. We will be the number one source of support and development for NHS charities, promoting charity best practice, fostering mutual support and discussing matters of mutual interest
2. We will be the authoritative voice for NHS charities to represent members' views to key stakeholders and where possible to collaborate with them in pursuit of our vision
3. We will promote the profile of NHS charities nationally
4. We will ensure NHS Charities Together is a financially sustainable organisation that develops its staff, ensuring it has the right skills and resources to achieve its 5-year strategy
5. We will demonstrate the impact of NHS Charities Together and of our members

Our Future

This is an exciting time to join NHS Charities Together. The heartfelt support from the public for the NHS over the last year has resulted in a significant increase in our external brand awareness, in addition to our focus on our member charities. There are huge opportunities for us to demonstrate the vital work of NHS charities at the national level, and to engage our key stakeholders, through our communications channels and upcoming campaigns and events like our annual NHS Big Tea.

Job title: Head of Marketing and Brand

Reporting to: Director of External Affairs and Communications

Hours: Full time

Key Relationships: NHS Charities Together Staff Team, Members and digital related partners. Other key stakeholder organisations as required.

Location: Currently home based. Usually based at our central office in Warwick, though there will be flexibility in working from home and / or hot desking with key stakeholders in London. The post holder will be expected to work from the Warwick office at least one day per week. Some travel to London and our members/partners within the UK may be required.

Reward package: £50,000 to £60,000 plus 10% pension contributions, 28 days annual leave

Overall Purpose

We have been overwhelmed by the heartfelt support from across the nation to get behind the NHS during this critical time. Our support to our member charities throughout the pandemic has provided vital help to patients, staff and volunteers on the frontline at the most critical of times.

But there is still so much more to do. The second wave of Covid-19 is putting even more strain on an already stretched NHS. We believe our collective mission is more important than ever as the NHS faces the most challenging time in its history.

We are looking for a Head of Marketing and Brand to form a key part of a small and busy team. You will be instrumental in shaping the NHS Charities Together brand and developing and implementing a marketing strategy to drive our brand awareness and engage our supporters and 241 member charities, working with the Director of External Affairs and Communications.

You will help us take a data led approach to our communications channels and to identify which messages resonate the most with our stakeholders. You will also help us maximise the impact of key appeals and campaigns, including the NHS Big Tea.

This is an exciting opportunity to make a big difference, to help shape the future of NHS Charities Together and to help us care for the NHS, its patients and staff.

Roles and responsibilities

Brand strategy

- Lead the development of the organisation's marketing and brand strategy to raise awareness, drive engagement with member charities and external supporters and to protect the NHS Charities Together brand.
- Project manage the development of NHS Charities Together's brand proposition; embed our brand with all audiences and across all channels, following a significant increase in the organisation's public facing role with donors and supporters.
- Line-management of a senior marketing officer and marketing officer. Represent Director of External Affairs and Communications as needed.

Supporting national campaigns

- Take a lead in identifying and developing campaigns that will promote and protect the NHS Charities Together brand.
- Play a key role in the marketing and communications support for national fundraising campaigns and appeals, including the NHS Big Tea, to support fundraising targets.

- Working with external agencies, with clear targets for brand awareness and fundraising.

Digital and channel management

- Overseeing all digital and other channels, taking an evidence-based approach to develop objectives, grow our engagement and target our communications to our different stakeholders.
- Improve our use of data to create marketing personas, proposition testing to identify which messages resonate with and engage supporters.

Content creation

- Oversee a content strategy and content creation, working with other members of the marcomms team. Making full use of versatile content, including imagery, impactful copy, video and podcasts.
- Oversee the team to source case studies and stories to evidence our impact as a charity.
- Produce collateral as needed, including impact reports and annual reports.

Other expectations

- Visibly live NHS Charities Together's values, including our commitment to diversity and inclusion, particularly by ensuring that our brand strategy takes into account the diversity of the communities we serve.
- Carrying out the duties of post in accordance with NHS Charities Together's policies and procedures on Health and Safety and take responsibility for ensuring personal health and safety.
- Working flexibly, prioritising workload and working effectively as part of a team.
- Adhere to relevant legislation, best practice, policies and processes including, but not limited to charity law, the fundraising regulator, GDPR and professional codes and standards.

This is not meant to be an exhaustive list of duties. The need for flexibility is required. We are a small team and the post holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed. Able to travel on NHS CT business and flexibility around attending internal and external meetings and events.

Competencies

Teamwork – ‘One charity’, working within and across teams	Key liaison role; primary point of contact for all marketing and brand activity and a collaborative approach to supporting organisation wide activity.
Building trust and respect – listen, feed back and learn	Provides advice and support for members wishing to explore collaborative media opportunities. Provides reports and information for senior executives within NHSCT to aid monitoring and development of brand promotion.
Responsibility – owning your part in our success	Excellent attention to detail – ensuring that information presented is accurate and clearly communicated both written and verbal. Establishes and maintains systems to record and manage all media activity and to track coverage and impact. All staff have a responsibility to handle charity sensitive data with care in line with GDPR. Examples include not leaving sensitive documents on work desks overnight.
Professionalism – creating an environment to achieve success	Excellent time management with an ability to plan and organise a large workload to meet both internal and external deadlines. Maintains virtual and face to face (within Covid restrictions) presence across NHSCT and with key stakeholders.
Leadership – creating a shared vision, setting direction	Provides leadership to the marketing and brand team, cascading information and empowering team members to deliver to the highest level. Identifies proactive opportunities and risks and recommends mitigating factors that might impact the charity’s reputation.
Acumen – Sound decision making	Works with the internal and external stakeholders to deliver our brand strategy strategies, displaying political sensitivity and up to date knowledge of the sector.

Person specification

	ESSENTIAL	DESIRABLE
Qualifications/Education:		
5 x GCSEs at Level C or above (Including English & Maths)	✓	
Educated to degree level or equivalent	✓	
Communications or Marketing qualification		✓

Knowledge, Skills & Experience:		
Experience in leading brand media strategies and managing a high-profile brand, including brand promotion, tracking and reputation management.	✓	
Sound knowledge and demonstrable experience of developing effective marketing and campaign strategies to engage stakeholder groups to achieve targets, ideally in a fundraising environment.	✓	
Demonstrable evidence of using a full range of marketing tools and techniques to grow our awareness, reach, engagement with supporters and income.	✓	
Evidence of using audience data and evidence to identify objectives and drive continuous improvement across digital and other channels, including audience segmentation, proposition testing and marketing personas.	✓	
Knowledge and experience of MailChimp, Chimegration, Word Press, other CRMs, Hootsuite, Google Analytics, AdWords and ideally Adobe Editor, Canva or other design software	✓	
Knowledge / experience of working within a membership organisation or national charity		✓
Excellent time management skills and an ability to consistently meet deadlines	✓	
Excellent interpersonal skills and a track record for collaborative working and building sustainable relationships at all levels	✓	
Excellent written and verbal communication skills. Able to assimilate information clearly and prepare appropriate, clear and concise content for digital platforms.	✓	
A general understanding of how the NHS is organised and awareness of topical issues related to healthcare	✓	
Experience of working in a team to support the delivery of team objectives	✓	
Experience in project management; skilled at maintaining momentum and finding solutions to unexpected challenges		✓
Demonstrable commitment to representing the equality and diversity of the communities we serve.	✓	
Demonstrable commitment to the voluntary sector		✓
Personal qualities:		
A clear thinker with creative flair	✓	
Articulate and confident communicator	✓	
Collaborative and open approach in dealings across the organisation	✓	
Passionate, driven and committed to delivery	✓	
Well organised and structured with an eye for detail	✓	
Flexible and responsive	✓	
A team player who is also a self-starter and happy to work independently to develop and deliver objectives	✓	

Equality and diversity

NHS Charities Together is committed to inclusivity and representing the diversity of the communities we serve. We therefore welcome applications from all backgrounds and all sections of the community. Applicants will be treated fairly throughout the recruitment process and we will ensure there is no unfair discrimination on the basis of race, ethnic origin, disability, gender, religion or belief, age, sexual orientation or any other relevant characteristic.

How to apply

The closing date for applications will be 9am Tuesday 11th May

For more information on the vacancy, please visit:

<https://www.peridotpartners.co.uk/jobs/head-of-marketing-nhs-charities-together/>

To discuss the role in detail, please contact Toby Roberts at Peridot Partners, our recruitment consultants on toby@peridotpartners.co.uk / 07950 309028

Application method: CV and a covering letter outlining how you meet the job description and person specification. The supporting statement should be no more than 2 sides of A4.

The expected recruitment timeline is as follows:

1st stage interviews: Thursday 20th May

2nd stage interviews: Thursday 27th May

For detailed information on how we process your personal data, please review our privacy policy on our website <https://www.nhscharitiestogether.co.uk/privacy-policy-2/>

In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and / or biometric data) in your CV and application documentation. Following this notice, any inclusion of your Sensitive Personal Data in your CV/application documentation will be understood by us as your express consent to process this information going forward. Please also remember to not mention anyone's information or details (e.g. referees) who have not previously agreed to their inclusion.