

Job Description

Job Title:	Marketing & Communications Manager
Salary:	Up to £36,500
Working Hours:	Full Time
Accountable to:	Head of Partnerships & Campaigns
Location:	Home-based (travel as and when required)

A bit about The UK Sepsis Trust (UKST)

Our mission is to reduce the number of lives lost to sepsis and to improve outcomes for people affected by this devastating condition. We're a small but incredibly passionate team working from locations across the UK and while we love being home-based, we make time to meet with colleagues to share thoughts and ideas and, well, sometimes just to catch up.

In addition to a competitive salary, we offer:

- Flexible working arrangements
- A contributory pension scheme
- 23 days annual leave plus Bank Holidays (pro-rata for part time staff)
- Additional long-service holidays
- Support for personal development
- A caring and supportive environment.

To apply for this opportunity, email HR@sepsistrust.org with a cover letter and CV. Closing date for applications is **5pm on Friday 12th November 2021**. Please note we will be scheduling interviews as suitable candidates apply throughout the vacancy period, so we encourage early applications.

Job Summary

Sepsis is one of the world's biggest killers but it's often treatable if caught quickly. Our mission is to reduce the number of lives lost to sepsis and to improve outcomes for people affected by sepsis.

This is a crucial and exciting time for UKST, and we're looking for a Marketing and Communications Manager to take our brand and engagement to the next level. Specifically, we want someone with tons of creativity and a flair for brilliant eye-catching comms – and you'll need to share our passion for improving lives too, because that's what we do!

Next year we celebrate our 10th anniversary which presents an excellent opportunity to shout about our achievements and share our ambitions for the future. Our key audiences are: organisations and the general public (for raising awareness of sepsis); health professionals (to whom we provide clinical tools and training materials); people affected by sepsis (who benefit from our free professional support services); and our incredible supporters who fundraise, volunteer or partner with us in various other ways.

This is a brand new and incredibly varied role in which you'll be ultimately responsible for delivering our ambitious marcomms strategy. You'll lead a small team (a Communications Officer and a Digital Media Officer) and work closely with colleagues to ensure that we're targeting the most relevant audiences with the right messages in the most effective way to deliver our important objectives.

Principal Duties and Responsibilities

- Lead delivery of all UKST's marketing and communications (marcomms) to a range of stakeholders
- Develop, implement and evaluate an insight-driven marcomms plan to deliver our strategy
- Produce compelling copy and assets across a variety of communication channels – traditional and digital
- Oversee the update and management of information on all digital channels
- Ensure consistency and integrity is maintained and promoted at all times
- Set direction for and manage a small team, ensuring quality and timely output
- Develop a stakeholder engagement plan to maximise relationships
- Identify new marcomms opportunities and make recommendations
- Monitor and measure the effectiveness of all marcomms activity
- Demonstrate a commitment to self-development and developing others
- Undertake other duties as may be reasonably requested.

Key Skills & Experience

Experience:

- At least three years' in a similar role (not necessarily in the charity sector)
- Undertaking market research
- Producing, implementing and monitoring campaigns and plans to achieve strategic objectives
- Creating engaging copy and assets for multiple channels – websites, blogs, newsletters, social media posts
- Measuring and monitoring the impact of campaigns and plans through analysis of data
- Working with external stakeholders to deliver campaigns
- A track record of leading a high performing and impactful team (desirable)
- A similar role within the healthcare sector (desirable)
- Writing grant applications and charity of the year/ partnership proposals (desirable).

Skills and knowledge:

- Excellent verbal and written communicator; able to synthesise wide-ranging ideas
- Lead, support and manage a small team
- Able to nurture a culture of accountability, collaboration and empowerment
- Excellent organisation and project management skills.

Personal attributes:

- An interest in charities and health-related issues/ passionate about driving positive change
- A purpose-driven mind-set and commitment to an ethical approach
- Proactive, self-starter with the necessary energy and drive
- Professional, approachable and compassionate with a flexible attitude with a curious mind and desire and ability to keep learning.
- Ability to work under pressure, prioritise and manage time effectively.

JUST ASK

Every year, 48,000 people die in the UK from this "silent killer".
Asking the question could save a life.

"COULD IT BE SEPSIS?"



visit us at sepsistrust.org