



Charity People
PERMANENT AND TEMPORARY

Director of Communications and Marketing

July 2024

back up
transforming lives after spinal cord injury

Welcome

Thank you for considering Back Up.

Every two hours someone in the UK will sustain a spinal cord injury.

Back Up deliver's services that build confidence, independence and inspire people affected by spinal cord injury to transform their lives. Our Transforming Lives Strategy takes us to 2025. This new role will play a vital role in shaping our 2030 strategy and Back Up's future.

For almost forty years, Back Up has inspired people affected by spinal cord injury to get the most out of life. In 1986, the charity offered one skiing course to help people experience the freedom and excitement of life on the slopes. Today, we offer a wide range of services including mentoring, wheelchair skills training, family support and residential courses as well as help getting back into work and education.

We are not an advocacy or policy led organisation. We focus on teaching practical skills and giving people the confidence to lead a full life following spinal cord injury.

People with spinal cord injury are at the heart of everything we do. Last year, we supported 2679 people to rebuild their confidence and independence after spinal cord injury and provided 31,401 individual instances of help. But currently we

are not reaching everyone who needs us. This role will play a crucial role helping us reach everyone affected by spinal cord injury.

We are a fast paced, growing organisation, looking for a dynamic and experienced Director who works collaboratively to get things done. Someone who can both oversee delivery of our current plans and look to the future. This person should have the experience of putting in place the structures, systems and processes to support a growing organisation and make the most of new opportunities as they arise.

This is a fantastic position for a dynamic leader with senior experience of charity Communications and Marketing with a passion for Back Up's work.

We also believe it's an incredibly rewarding opportunity working alongside a great team of individuals, one which will make a huge difference to the lives of many people affected by spinal cord injury.

I look forward to hopefully welcoming you to the team soon!

With warm regards,



Abigail Lock
Back Up, CEO





Background

Every two hours, someone sustains a spinal cord injury. It can affect anyone, at any time, and it changes your life in an instant. The impact of a spinal cord injury is not only physical – for example, limiting your movement and bodily functions – but also emotional and psychological. People often feel isolated and alone. Less than a third of people with a spinal cord injury are in employment. But with the right support and opportunities, people affected by spinal cord injury can go on to live active, independent and fulfilled lives.

Unfortunately, a large number of newly injured people do not receive specialist care at one of the 11 UK spinal centres. If you sustain your injury as a child or as the result of an illness or medical condition, you are more likely to undergo your rehabilitation at a general or children's hospital where you may have little access to specialist support. This means you are less likely to develop the independent living skills you need to make a positive start to life post injury. People who do have the opportunity to access the excellent care at one of the UK's spinal centres face shorter stays as their services are stretched to capacity. These pressures have

been heightened by the impact of the Covid-19 pandemic and shortages amongst the frontline NHS workforce.

Back Up is a national charity run by and for people affected by spinal cord injury. We know that having the opportunity to speak to and learn from other people in a similar situation is crucial when adjusting to life after spinal cord injury. All our services are designed and delivered by a passionate team of over 400 volunteers – many of whom are personally affected by spinal cord injury themselves.

The charity was founded in 1986 by the former British and European Freestyle Champion and James Bond stunt double Mike Nemesvary, whose life was devastated when he broke his neck during a training session. Despite being paralysed from the shoulders down, Mike was determined to get back to the life he enjoyed. Back Up was initially set up to offer ski courses for people with a spinal cord injury. Over the last 30 years, we have significantly expanded the reach of our services to challenge and empower everyone affected by spinal cord injury to live the life they want.

Our vision, mission & values

Our Vision

A world where people affected by spinal cord injury can realise their full potential.

Our Mission

To deliver services that build confidence, independence and inspire people affected by spinal cord injury to transform their lives.

Our Values

We embrace challenge

Challenge is central to our learning and growth; it helps us gain knowledge and skills. By finding ways to overcome challenge and move forward we gain a sense of achievement, supporting us to realise our full potential.

We have fun

We believe that having fun allows us to connect with others, whilst opening up opportunities to develop, achieve and get the most out of life, showing that there is a positive future after spinal cord injury.

We build inclusive communities

We achieve more for people affected by spinal cord injury when we work together. We are collaborative and inclusive in our approach. We embrace diversity, working with and supporting individuals, groups, and the wider spinal cord injury community, bringing people together.

We are ambitious for each other

We are driven by the needs of people with a spinal cord injury and their families. We are passionate, striving to be the best. We set high standards, and we work hard to reach them. We are proactive, push boundaries, try new approaches and we learn quickly. We recognise that failure doesn't have to equal loss, rather an opportunity for growth. We listen to what people affected by spinal cord injury want and we seek innovative responses based on their feedback.





Context for the Role

We believe that no one should face living with a spinal cord injury alone, and our services should be available to any individual who needs to access them.

We know that our services have a hugely positive and lasting impact on many people's but currently we are not reaching the majority of newly injured people.

Against a backdrop of continuing health care cuts and shorter hospital stays, there is an incredibly urgent need to build the capacity of our services to be there for every single person affected. To reach every one affected by spinal cord injury, we have to grow awareness of our work.

We are introducing this role as the charity is developing its 2025 – 2030 strategy. We

need to ensure that the charity has the communications and marketing structures, systems and processes in place in order to realise its ambitions.

This means both delivering against our existing plans whilst driving the change to ensure that we are able to scale. Crucially we want to do this whilst staying true to Back Up's values.

Commencing in September 2024, on an 12-month contract. We anticipate that the role will culminate in September 2025 having developed a clear and deliverable communications and marketing strategy which the board and staff team have bought into which support us to increase our reach to people affected by spinal cord injury and supports us to grow our income.

Impact and Annual Reports

Read our latest published annual report: [Our impact and annual reports - Back Up \(backuptrust.org.uk\)](https://www.backuptrust.org.uk)

Job Description

Implement and oversee the delivery of our existing communications and marketing plans, ensuring that the team structures and processes are ready for future delivery. Develop a clear communications and marketing strategy aligned to our organisational strategy to be launched in April 2025 which ensures that our communications and marketing function is sustainable and able to meet our ambition.

Job Title

Director of Communications and Marketing
(0.6 FTE) Fixed Term

Contract

12 months

Reports To

CEO

Line Manages

Communication and Marketing Managers.

Purpose

The role ensures that Back Up's reach and reputation are strengthened and protected

through clearly articulated communication and marketing to all of its key audiences.

The remit is broad encompassing communications, PR, digital marketing, creative, content, brand and strategic communications. It's a great opportunity for someone who wants to guide all touch points of a charity's marketing and communications.

The role will establish the systems, processes and structures which underpin a sustainable, and values led communications and marketing function and will be responsible for creating the 2025 – 2030 communications and marketing plans to sit alongside the organisational strategy and the fundraising and services departmental plans.

Key Stakeholders

Key stakeholders include, the board of trustees, charity partners, NHS commissioners, existing and prospective major donors and corporate supporters, patrons, ambassadors, other key Back Up influencers, and all their associated networks.





Specific Duties

Strategy and Leadership

- Lead and oversee the development of communications and marketing plans which will underpin Back Up's 2030 strategy.
- Provide leadership, motivation, support and guidance to enable members of the communications and marketing team to perform to the best of their abilities and work effectively as a team.
- Be a key advocate for change management in the organisation, supporting colleagues at all levels to upskill through the delivery of wider organisational change. Key areas include supporting improvements in planning and project management and data quality.
- Lead the strategic development and delivery of communications and marketing practice across the charity.
- Work with the Fundraising, Operations and Services Teams to deliver shared business objectives and Back Up's strategy.

Operational Delivery

- Overall responsibility for creative, brand and tone of voice guardianship. Ensure that the staff team and freelancers have the resources required to implement Back Up's brand effectively.
- Ensure we have adequate processes and skills in-house to tell the stories of people we have supported and deliver high performing content across all of our channels.
- Develop and implement a digital marketing and website strategy which is in alignment with our data roadmap and move to a new organisation wide CRM.
- Maintain robust financial controls, risk management systems and sound administrative processes, ensuring that

expenditure is controlled in line with budgets as approved by the Board.

- Create and implement accurate, timely and effective communications and marketing reporting frameworks for Board of Trustees, CEO and SLT on a monthly basis.

Team Management

- Model a creative, ambitious and positive culture within the communications and marketing team championing our core values.
- Lead a team of three including direct management of communications and marketing managers and freelancers and agencies as required.
- Upskill and develop the communications and marketing team so that they have the skills necessary to sustain communications and marketing over the longer term.
- Oversee consistency and high standards across the team and ensure the team are motivated and supported appropriately.
- Ensure that the outputs of all communications and marketing practice adhere to the relevant legislative or regulatory requirements, including PECR, Data Protection, Health and Safety, Fundraising Regulation and Charity Commission.
- Source and manage supplier contracts and partnerships as required, ensuring legal and regulatory compliance.

The above list is not exclusive of exhaustive and the post holder will be required to undertake such duties as may reasonable be expected.

Person Specification

- Director level leadership of successful communications and marketing teams
 - Proven ability to unite diverse groups of individuals behind specific projects or initiatives
 - Experience in building effective working relationships both internally and externally, and the ability to influence at all levels
 - Experience of change management with a track record of leading growth and meeting/exceeding targets
 - Ability to influence senior stakeholders and board level colleagues
 - Demonstrated analytical skills and the ability to problem solve
 - Outstanding interpersonal skills and the ability to work effectively with a wide range of people including the board, staff, volunteers, corporate partners and other external stakeholders
 - Excellent networking skills, with the ability to build effective relationships at all levels
 - Gravitas and exceptional personal credibility to act as an ambassador for the organisation with the ability to effect positive change
- Collaborative approach with the ability to establish partnerships
 - A self-starter who is highly organised and able to plan, balance and manage competing priorities
 - Outstanding communicator and storyteller with the ability to present and write with impact
 - Highly effective project management and organisational skills: ability to plan and deliver projects on time and within budget, and to meet or exceed objectives
 - Alignment with Back Up's values; we embrace challenge, we have fun, we build inclusive communities, we are ambitious for each other

In addition, candidates that demonstrate any of the following desirable criteria will be at an advantage:

- Lived experience of disability/spinal cord injury
- Experience of working in the health or disability charity field
- Understanding of the social context of disability





Terms and Conditions

Pay

This role is 0.6 FTE Fixed Term 12 Months
£60,000-£70,000 per annum (FTE) dependent on experience.
(inc. 5% London Allowance)

Holiday

You are entitled to 22 days (prorata) paid holiday per year plus bank and public holidays, which increases by one day per year up to a maximum of 25 days.

Additionally, the office is closed between the Christmas and the New Year period giving an additional three days.

Place of Work

At least one day per week in the office Wandsworth, South London.

Hours of Work

Your normal work hours will be a total of 21 hours per week. Our preference is that this would be across four days.

Some flexibility of working hours may be required in accordance with the needs of the charity.

Flexibility in working hours may be negotiated to enable a better work/life balance or meet particular needs as required.

Pension

Back Up has a designated stakeholder pension scheme that staff can join. With a staff contribution of 5% salary, Back Up will contribute 3% into this scheme or other agreed pension scheme.

Back up's contribution will increase by a 1% for every 2 years of service (cap at 6%).

Benefits

Automatic enrolment to BHSF with 24/7 access to health and wellbeing advice and support, face to face counselling service, personal legal information and support and personal financial and debt management support.

- Access to financial advisor – annual initial exploratory meeting with an independent FSA
- Season ticket loan: an interest free loan for the purchase of a season ticket.
- Ride to work scheme
- Compassionate leave
- Study and sabbatical leave
- “My day” – 17.5 (pro rata) hours per year to carry out voluntary work
- Life Assurance – 3 times annual salary

Probation

There will be a six-month probation period.

Notice Period

Three calendar months on either side, after a satisfactory six-month probationary period. During probation, notice will be one week either side.

Disabled Access

The office is fully wheelchair accessible. There is a disabled access toilet in the office.

Diversity & Inclusion and Back Up

At Back Up, we are committed to creating a culture that is diverse and inclusive. We want Back Up to be a place where everyone feels welcome.

One of our core values is to build inclusive communities. We want to ensure our everyday work practices and individual behaviours enable us to have a workforce and volunteer base which is reflective of the population that we serve.

Lived experience is central to our approach. The majority of [our services team](#) have lived experience of spinal cord injury and we are led by people affected by spinal cord injury. The majority of [our board of trustees](#) either have a spinal cord injury or have a family member with a spinal cord injury.

We have an Equality, Diversity and Inclusion group that drives forward initiatives to remove barriers to people engaging with Back Up.

Most importantly we are taking action:

- We have committed to ensuring that we [tell the stories of a diverse range of experiences](#)
- We have reviewed our recruitment practices to remove barriers and encourage applications from underrepresented groups
- We ask our team every year what more we can do to make them feel included and crucially act on feedback
- We are targeting outreach to groups that we know are under-represented
- We use translation services to support people who do not have English as a first language
- We commit to being a Disability Confident Employer, helping to positively change attitudes, behaviours and cultures towards the employment of disabled people
- We recognise that individuals' experiences differ. We are committed to listening to our staff team, volunteers and people who use our services about what matters to them

We will continue to work towards achieving our vision of creating a world where people with spinal cord injury can reach their full potential.





Next Steps

To apply, please send us a CV together with a supporting statement that addresses the person specification (maximum two pages of A4). You should give the names, positions, organisations and telephone contact numbers of two referees, relevant to this role.

References will only be taken once your express permission has been granted. Finally, please ensure that you have included mobile, work and home telephone numbers, as well as any dates when you will not be available during the week of interviews.

Applications should be made via email to Glen Manners at Charity People (glen@charitypeople.co.uk), copying in Alice Wood (alice@charitypeople.co.uk).

Everyone will be contacted by email or phone with regards to the success of your application at this stage. Shortlisted applicants will be invited to an interview at our offices in Wandsworth, South London.

Recruitment Timetable

Deadline for applications: Midnight on Wednesday 7th August 2024

1st stage interviews held remotely: Thursday 15th August 2024

2nd stage interviews held in person: Wednesday 21st August 2024

Target to appoint: 23rd August 2024

Transition to the role: a one-month induction period covering meetings with key stakeholders including trustee and senior management team.

Have any questions?

If you want to find out more about the recruitment process or the role, please drop Abigail abigail@backuptrust.org.uk an email who will be happy to answer any questions you have.

Good luck with your application. We look forward to hearing from you.

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