



**Job Description:** Communications and Marketing Manager

**Hours:** Full Time (35 hours per week)

**Pay:** £35k - £42k per annum dependent on experience (inc. 5% London Allowance)

**Location:** There is flexibility around working location either home-working or office based (Wandsworth). Home workers will be asked to work from the office at least one day per week.

**Role summary:** Working alongside the Director and Communications and Marketing Manager to lead a dynamic communications and marketing programme, which increases reach and engagement with a focus on attracting new service users and donors. We want to support even more people affected by spinal cord injury, and with your communications and marketing experience you'll play an integral role in helping us realise our vision of a world where people affected by spinal cord injury can reach their full potential.

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**Reports to:** Director of Communications and Marketing

**Line manages:** Communications Coordinator, Digital Marketing Coordinator, Direct management of volunteers agencies, admin and/or freelance support.

**Principal role:**

- Overall responsibility for development and delivery of Back Up's Communications and Marketing plans.
- Plan and schedule all Back Up's marketing and communications activity to translate needs and objectives into actionable plans that support our strategic goals and income targets.
- Grow awareness of Back Up's impact with key audiences whilst maintaining Back Up's reputation in line with brand guidelines.
- Inspire action from Back Up stakeholders, including donors, volunteers and beneficiaries.
- Be a Brand Ambassador, maintain and grow Back Up's brand as a fun, compelling charity driven by people affected by spinal cord injury.

## **Key responsibilities:**

### **Planning**

- Own and improve processes for planning and scheduling marketing and communications activity.
- Work with key stakeholders to establish; objectives, key audiences and identify opportunities and activity that needs to be delivered.
- Work with the fundraising and services teams to further compelling communications across the charity, and develop the teams' skills in this area, ensuring they are well briefed on all key communications procedures and practices.
- Manage reporting on communications and marketing activity and use data to adapt activity to drive reach and maximise impact.
- Support director/head of communications and marketing to manage and develop workflows in line with the wider team and stakeholder needs to facilitate smooth and efficient working.

Support the Director of Communications and Marketing to manage the delivery of a compelling communications and marketing strategy which advances the key strategic goals outlined in the. [Limitless Ambition](#) strategy

### **Communications and brand**

- Support the development, maintenance and promotion / distribution of inclusive and accessible communications materials, including Back Up's annual report and impact report, online information resources, and videos.
- Ensure consistency in tone of voice, videography and imagery across all internal and external communications, to position Back Up correctly with our target audiences, reviewing the brand strategy and guidelines as necessary.
- Write dynamic press releases, articles and statements, and manage media interactions, with the aim of securing impactful coverage for Back Up.
- Manage creative resource partners and internal creative resource to produce assets appropriate for the channel selections and activity, making budget decisions on how best to use any retainers in place.
- Support the team in managing any other print or design requirements for Back Up.
- Support head of team with brand management, maintain existing tools and frameworks and develop and update as required.

## **Web and digital**

- Support the Director of Communications and Marketing and Communications and marketing Manager to manage Back Up's digital marketing channels to grow Back Up's reach and enable us to support everyone affected by spinal cord injury. Work closely with the digital marketing coordinator and internal teams to increase brand awareness and fundraising campaigns through paid social and digital campaigns.
- Oversee development and management of website content, identifying ways to increase number of visitors to the website and increasing its visibility through effective SEO writing and the Google Ad Words Grant.
- Oversee and write copy for social media campaigns and write copy for website on behalf of internal teams, where required.
- Work with the Communications Coordinator to review the e-newsletter programme and provide suggestions on how we can adapt and improve content for our service users and supporters.
- Leverage AI tools ethically to enhance accessibility and reach while ensuring all AI generated content is reviewed for accuracy and aligns with Back Up's organisational values and tone of voice..

## **Data and Insight**

- With the Director of Communications and Marketing and Communications and Marketing Manager, review and identify key marketing and communications KPIs and establish regular tracking and reporting processes ensuring appropriate visibility is given to them across the organisation.
- With support from the Communications and Marketing team colleagues, monitor and analyse 'owned' and 'paid' channel performance for campaigns and business as usual activities.
- Consider segmentation approach to audience/user-focussed understanding and build into planning and campaign activity cycles and ensure consistent use across the organisation.

## **Person Specification:** Communications and Marketing Manager

### **Essential**

- Gifted communicator (written and verbal). Ability to write concisely, weaving quantitative outcomes into compelling narratives. Tell stories with impact, with a sharp eye for detail and accuracy.
- Team player, collaborative and supportive both internally and externally.

- Empowering manager and leader. Experience of supporting others (staff/volunteers) to achieve success and develop their skills through feedback, objective setting, coaching and training.
- Excellent organisation and prioritisation skills. Able to manage conflicting deadlines and priorities and work under pressure, driving own workload.
- Driven by outcomes, you will have a track record of meeting and exceeding communications and marketing targets.
- Experience of building or maintaining a brand in line with Back Up's [values and vision](#) to meet organisational goals.
- Experience of managing different digital marketing channels, including social media, email, and website, on behalf of an organisation or campaign to drive user engagement.
- Project management skills: ability to plan and deliver projects on time, within budget to meet or exceed objectives.
- A strong creative and proactive approach to all areas of work, with ideas of how to engage target audiences and drive actions through communications.
- Commitment to quality.
- Experience of working at a senior level: devising and implementing communications and marketing plans in line with the organisation strategy.
- Experience of peer-led content creation and community led storytelling to maximise audience impact.
- Experience of agency management, ensuring high quality and efficiency.
- Knowledge of WCAG guidelines and inclusive design principles.

Willing and able to work occasional evenings and weekends and to travel. In addition, candidates with some of the following will be at an advantage if you have experience of:

- spinal cord injury (including friend or family member).
- experience of volunteer management and/or working in the voluntary sector.
- collaborative working with other organisations.
- budget management.
- experience of fundraising communications
- working in the health or disability charity sector.
- design skills

## Our Values and Behaviours

**We embrace challenge.** Challenge is central to our learning and growth; it helps us gain knowledge and skills. To live our value of embracing challenge we will:

- **Be bold** – doing things we've never done before, pushing the boundaries of what's possible.
- **Be adaptable** – being willing to test and learn new ways of working. Remaining open to new ideas and opportunities.

**We have fun.** Having fun allows us to connect with others, whilst opening up opportunities to develop, achieve and get the most out of life. To live our value of having fun we will:

- **Be positive** – Taking an optimistic approach to life's ups and downs and celebrating our efforts.
- **Be motivational** – We are passionate advocates for Back Up's work and our ethos of having fun.

**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. To live our value of building inclusive communities we will:

- **Be open** – Working collaboratively we are receptive to and respect other perspectives.
- **Be friendly** – We make others feel welcome and comfortable to be themselves. We can be relied upon and are supportive.

**We are ambitious for each other.** We listen to what people want, provide innovative responses and learn quickly. We encourage each other to give our best. To live our value of being ambitious for each other we will:

- **Be expert** – We strive to excel at what we do. We keep our promises, delivering when we say we will. Taking every opportunity to learn and grow.
- **Strive for better** – We set high standards and always challenge ourselves to give our best. We are receptive to constructive feedback. Taking a can-do attitude, we proactively look for better ways to deliver.

## **SUMMARY TERMS AND CONDITIONS:**

### **Pay**

- This is a full time role (35 hours per week)
- £35k - £42k per annum dependent on experience (inc. 5% London Allowance)

### **Hours of work**

- Your normal hours of work will be between 9am and 5pm 35 hours per week. Some flexibility of working hours may be required in accordance with the needs of the charity.
- There is flexibility around working location either home-working or office based (Wandsworth). Home workers will be asked to work from the office at least one day per week.
- Some flexibility in working hours may be negotiated to enable a better work/life balance or meet particular needs as required.

### **Probation**

There will be a six-month probation period.

### **Notice Period**

Two 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, including toilet.

### **Staff Benefits**

#### **Holiday**

You are entitled to 22 days paid holiday per year plus bank and public holidays. This 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 3 days.

#### **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.

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

- Generous sickness pay provision.
- 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 hours per year to conduct voluntary work.
- Life Assurance – three times annual salary.