

Addenbrooke's Charitable Trust (ACT)

JOB DESCRIPTION

Job Title:	Head of Marketing and Communications
Hours:	37.5 hours per week
Term:	Full time, permanent
Location:	Cambridge/Hybrid
Reports to:	Director of Communications and Impact
Line Reports:	<ul style="list-style-type: none">• Communications & Stakeholder Engagement Lead• Digital Lead• Marketing & Communications Lead• PR & Content Lead (To be recruited)
Salary:	Circa £50,000 per annum

A bit about us

Addenbrooke's Charitable Trust (ACT) is dedicated to making Addenbrooke's and the Rosie hospitals even better. Our ambition is to change the story of cancer, transform healthcare in Cambridgeshire and beyond, and treat children in a whole new way by integrating physical and mental health. Our current five year strategy is ambitious, with goals to continue growing core and unrestricted income to support our existing hospitals, and secure philanthropic support for two new once in a lifetime capital projects – Cambridge Cancer Research Hospital and Cambridge Children's Hospital.

Addenbrooke's already has some of the best doctors and nurses in the world, delivering expert care locally, regionally and nationally, and contributing to some of the most important biomedical research in the world today. But we also want the best equipment for diagnosis, the best tools for surgery, and the best research to understand how to treat people, all in the best possible environment. In short, we want to make our hospitals even better.

Everything we do – from saving lives, improving outcomes, and transforming diagnoses to bringing comforts that ease a patient's stay in our hospitals – is thanks to investment. Investment in life-changing research, cutting edge technology, improvements to the hospital environment and staff welfare. And all this happens thanks to donations from patients and their families, businesses, charitable trusts, foundations and philanthropic individuals.

We simply couldn't do what we do without this support. And what we fund goes above and beyond what the NHS can provide; the additional resources that are so

important to the diagnosis, treatment and care of patients. And its about staff too. Investing and supporting the excellent hospital staff, whether that's through welfare rooms, supporting groups, or wellbeing packs, is incredibly important.

Addenbrooke's and the Rosie, Cambridge Children's Hospital and Cambridge Cancer Research Hospital will together form an outstanding healthcare hub, surrounded by the expertise of the Cambridge Biomedical Campus. Here in Cambridge, we're fundamentally revolutionising the landscape of healthcare.

Together, we will help people get back to living their lives.

It's a huge ambition, but one we know we can achieve.

About the role

This is a fantastic opportunity to work for one of the top NHS charities in the country. We want someone who is excited about leading our marketing and communications to support one of the best hospitals in the world, and fundraise for two brand new hospitals, Cambridge Cancer Research Hospital and the Cambridge Children's Hospital.

You will bring your experience and skills to deliver persuasive marketing and communications that increases awareness of the charity, communicates its impact to both the public and the hospital, increases our number of donors and supporters, significantly engages hospital staff with our fundraising mission, and increases income to the charity to support our strategic objectives.

You will lead the Communications team to build and deliver effective plans, ensuring compelling content is delivered across all channels, helping all ACT teams by providing in-house support and expertise, engaging key stakeholders, and fostering a culture of continual improvement.

We need someone who is strategic and creative, but practical, flexible and hands on when needed, and who ensures projects stay on track.

About the team

This role reports to the Director of Communications & Impact.

You will lead and support your team, consisting of the Digital Lead, Marketing & Communications Lead, Communications & Stakeholder Engagement Lead, and the PR & Content Lead.

You will work collaboratively with other teams, including within the hospital, to deliver integrated marketing and communications to support our fundraising activity. You will lead the Communications team to build and deliver effective plans, ensuring compelling content is delivered across all channels, help all ACT teams by proving in-house support and expertise, engaging key stakeholders, and fostering a culture of continual improvement.

Core duties

Key responsibilities

- Lead, develop, and manage internal and external communications and mass marketing, to reach, grow and engage with ACT's target audiences, both internally (CUH) and externally (the public).
- With the Stakeholder Engagement Lead, build strong relationships with the hospital, including with the hospital's own Communications team.
- Deliver a stakeholder engagement plan to involve colleagues in the hospital in ACT's fundraising ambition and plans for funds, expenditure, and impact, to maximise support for the charity.
- Ensure our impact is communicated to supporters and the hospital to encourage further support.
- Ensure the charity's visibility, awareness, and giving mechanisms across the hospital campus are maintained and relevant, and support the charity's strategy and objectives.
- Work with the Director of Fundraising to help deliver public fundraising campaigns for Cambridge Children's Hospital, and Cambridge Cancer Research Hospital.
- Develop our press and media function to ensure ACT maintains and increases its share of voice.
- Lead and encourage the team to deliver their objectives, providing direction, and oversee the delivery of an annual marketing communications plan and implementation.
- Be supportive to colleagues, whilst also developing best practice and being a source of marketing and communications expertise to the organisation.
- Develop and manage plans and budgets to deliver the marketing and communications required to deliver our fundraising strategy.
- Provide positive and effective leadership and management of the Communications team including their appraisal, personal and professional development, training, and welfare to enable team members to reach their full potential.

Corporate responsibilities

- Adhere to the Fundraising Regulator's Code of Practice, as well as adhering to ACT's own policies and procedures, complying with data protection regulations, and maintaining confidentiality.
- Record accurate data in our Donorfy CRM regarding all relationships (whether internal and external to the hospital).
- To produce and maintain project plans as required and to ensure regular and timely communication of progress to key stakeholders.
- Using data, produce regular reports, KPI measurements, and analysis to demonstrate performance, report to senior management, and identify opportunities.
- To participate in management team meetings, fundraising team meetings, all staff team meetings, Trustee meetings, and committee meetings as required, and the

corporate planning cycle and any corporate development activities and initiatives as may be identified from time to time.

- Manage budgets within approved limits, seeking improved return on investment and value for money.
- Communicate the values of the organisation in words and deeds.
- Any other reasonable task as may be identified as necessary by the Director of Communications and Impact, or CEO from time to time.

The job description outlines the duties required of this post to indicate the level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time which do not change the general character of the job or the level of responsibility outlined.

APPLICATION PROCESS

Please send your CV and a covering letter explaining why you are a good fit for the role to hr@act4addenbrookes.org.uk

The closing date for applications is Sunday, 28th January 2024, however we reserve the right to close this vacancy once a sufficient number of applications have been received or a successful candidate is found.

Addenbrooke's Charitable Trust is an equal opportunities employer actively working towards a diverse workforce. We therefore positively encourage applications, regardless of age, race, religion & belief, gender, gender reassignment, sexual orientation, marriage & civil partnership, pregnancy & maternity, or disability.

Person specification

<p>Essential</p>	<ul style="list-style-type: none"> ✓ Minimum of five years' experience marketing and communications, preferably in senior roles. ✓ Experience of strategic planning, target setting, and managing multiple projects ✓ Proven track record of creating, leading, and delivering strategic campaigns with measurable outputs ✓ Experience of working with third party agencies to deliver effective marcoms ✓ An understanding of both traditional and digital communication channels ✓ Experience of line managing teams, and providing the support necessary for them to reach their full potential ✓ Experience of stakeholder engagement communications and/or internal communications ✓ Responsive and able to work to tight deadlines
<p>Desirable</p>	<ul style="list-style-type: none"> ✓ PR and media briefing experience ✓ A working knowledge of the charitable sector ✓ A marketing, communications, or PR qualification ✓ Experience of communications within an NHS or healthcare setting



ADDENBROOKE'S CHARITABLE TRUST

CURRENT EMPLOYEE BENEFITS

- Pension Scheme
- Group Life Assurance @ 4 x Salary
- Enhanced Maternity and Paternity Pay
- Annual Eye Tests + £65 (towards Computer Use Glasses)
- Leisure Centre on site
- NHS Discount Schemes
- Health Cash Plan - Medicash
- Employee Assistance Programmes
 - Health Assured
 - WeCare
 - Medicash
- 25 days of Annual Leave + Bank Holidays
 - Annual Leave increases by one day each year after 2 years' service up to 29 days
- Your Birthday off
- Cycle 2 Work Scheme

