



Job Title: Campaigns and Communications Manager

Reporting to: Operations Director

Reports: Policy and Public Affairs Officer
Senior Press and PR Officer
Digital Communications Officer
Communications Officer
Web and Digital Officer

Job Purpose:

Leading the development and delivery of the charity's campaign and media strategies to build public awareness and engagement with the charities mission, vision and activities aimed at improving the quality of life for all living with allergy in the UK. The role will enable the charity to build upon relationships with all external stakeholders and decision-makers to support the charity achieve its aims, including our widening influencing agenda and fundraising activities. The role will also lead on planned and responsive media management, including digital, supported by a campaigns and communications team.

Key Accountabilities:

Management of Campaigns

1. Manage the public affairs activities for the charity as key point of contact for external public affairs agencies and other stakeholders.
2. Develop meaningful relationships with external partners and produce and implement joint campaigns to reach target audiences.
3. Monitor policy developments and parliamentary activity through news, social media and create opportunities to communicate Allergy UK's goals to policy makers, MPs and the public, including responding to relevant government agency consultations.
4. Work with the allergic community to ensure their voices and needs are embedded within our aims and we develop their capacity as advocates.
5. Oversee the development of engaging and compelling successful campaigns across all mediums.
6. Effectively engage target audiences to promote and raise awareness of Allergy UK support services and other activities.
7. Where agreed, represent Allergy UK at meetings and events with lead civil servants, policy makers, government representatives and other key opinion leaders.
8. Support the Fundraising Manager with the development of campaigns and communication materials in line with the fundraising strategy.
9. Devise key performance indicators to measure campaign achievements.

Management of Communications and Marketing

10. Produce and implement a communications and marketing strategy across all mediums to align with organisational objectives.
11. Create relevant, engaging, and compelling key messages and collateral (both online and offline) to showcase Allergy UK activities and achievements, ensuring regular updates and maintenance.
12. Manage online content ensuring the website is continually reviewed and updated to meet the needs of new and existing audiences, using appropriate communication tools and techniques.

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13. Oversee the development of collateral such as e-newsletters and patient and healthcare professional publications from copy development through to design and print.
14. Lead the development of effective internal communications across the charity to ensure everyone is informed and engaged with current activities internally and externally.
15. Manage the charity's brand through visual identity and tone, overseeing compliance with the charity and trading subsidiary branding protocols.
16. Overseeing market research and analysing market trends, supporting the charity and its subsidiary organisations in identifying and engaging with marketing opportunities that align with our strategic objectives.

Management of Press

17. Oversee all media relations activity, including national, regional and trade press to raise awareness of the organisation and promote its work, as well as respond to relevant news as it happens.
18. Initiate and maintain good working relationships with editors, journalists and broadcasters, acting as key press contact.
19. Write and edit copy for press releases and ensure effective distribution and follow up.
20. Brief and prepare the Chief Executive, Board of Trustees, and all other staff for media activities.
21. Respond to media enquiries including managing and taking part in an out of hours duty rota.

Management Responsibilities

22. Create relevant reports and metrics that provide evidence of the service area achievements, risks, and opportunities.
23. Provide reports to the Board and other bodies as and when required.
24. Effective management of data within the CRM system to ensure all communications and campaigns activities can be delivered compliant with legislation and supporter preferences.
25. Develop and maintain strong working relationships throughout the charity providing advice and support to all service areas, ensuring internal and external communications are effective.
26. Ensure that the reputation and image of the charity is safeguarded at all times.
27. Working closely with the Finance Business Manager to create and control the department's budget ensuring that all expenditure is in line with that budget and any adverse variances are addressed.
28. Manage the performance and development of the team and volunteers, to ensure that they align with the overall objectives of the organisation and individual objectives are ambitious, proactive and embody the organisation's vision, mission, and values at all times.
29. Ensure all GDPR requirements are adhered to, providing advice and support to the wider team as required.
30. Provide relevant training to the wider team on areas related to communications, where needed.
31. Continually review the charity's communication methods making recommendations as appropriate to the Executive Leadership Team.
32. Ensure that appropriate health and safety issues are addressed, as affecting the immediate team and wider organisation, including safeguarding requirements.
33. Ability to work flexibly and out of hours as is required by the role and travel where necessary.

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Person Specification:

Education and Qualifications

Essential

Evidence of continuing professional development in public affairs/campaign marketing and communications.

Educated to degree level or equivalent professional qualification.

Experience

Essential

Minimum of 3 year's successful public affairs, campaigns and/or communications activities.

Strategy planning and implementation of projects across all media channels.

Reporting against agreed milestones, outputs and outcomes.

Experience of proactive and reactive media relations, with demonstrational results and impact.

Relationship building with key stakeholders.

An experienced manager of people with the ability to delegate effectively.

Experience in setting, managing, and delivering finances within approved budgets.

Desirable

Third sector experience in a healthcare related environment.

Skills and Knowledge

Essential

Able to manage competing priorities in a challenging and busy environment.

Experience in understanding of UK Government and Parliamentary Affairs, including knowledge of how to use Parliamentary processes and procedures to implement a campaign.

Creative and innovative thinker, with excellent research and writing skills.

Excellent influencer with strong interpersonal and communication skills with a range of audiences.

Knowledge of the legal framework around related charity governance and campaigns, marketing, communications and GDPR.

Knowledge of CRM systems.

Experience of using online marketing and communications, including professional experience of social media platforms.

Desirable

Knowledge of current and future issues facing the charity and healthcare sector.

Understanding of allergy and the impact of allergic disease on those affected by it.

Behavioural Competencies:

Formulating Strategies and Concepts
Entrepreneurial and Commercial Thinking
Leading and Supervising
Delivering Results and Meeting Customer Expectations

Persuading and Influencing
Planning and Organising
Working with people

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