



<b>Title</b>	Head of Communications
<b>Salary</b>	£30,000 - £33,000 per annum (pro-rated)
<b>Location</b>	Remote (with UK travel as required when restrictions are lifted)
<b>Contract</b>	Permanent and freelance applications will be accepted
<b>Hours</b>	3 days per week (21 hours)
<b>Annual Leave</b>	25 days holiday plus public holidays (pro-rated)

### Who are we?

We are a growing patient & family focused charity, dedicated to giving hope to women and men living with secondary breast cancer. We strive to do this by raising awareness and funding medical research that will contribute to advancing an increased quality of life for patients. Our community programme supports patients and families affected by this incurable disease also known as metastatic breast cancer.

### Job Summary

This is an exciting opportunity for a highly motivated individual, with extensive experience and an excellent track record at building and leading the delivery of an integrated marketing and communications strategy. We're just at the beginning of our mission, so this is an exciting time to join our young charity.

In this role you will develop and execute a highly effective communication and marketing plan to raise awareness of what we do and why we do it across the charity's three 'pillars' – research, support and education.

You will promote the charity to both those personally affected by this incurable disease as well as wider stakeholders. You will also be responsible for supporting fundraising efforts in an increasingly challenging economic climate. You will shape the charity's key messaging & campaigns for all stakeholders including patients, supporters, partners and media. You will also have responsibility for developing our brand and ensuring consistency across all channels.

As well as requiring expert planning skills, this role is also hands-on: making sure communications are well written, on-message, on time and within the limited budget available. Make 2nds Count is funded entirely on donations and our common goal is to ensure as much of our fundraising as possible goes directly to much needed research and support.

This is also a creative role, requiring an eye for a story and how and where to tell it with impact, compassion and sensitivity. Organised and articulate, you will be comfortable working with colleagues, patients, trustees and external partners. You will have an interest and experience in healthcare and charitable work and be passionate about providing hope and patient benefits for those affected by metastatic breast cancer.

Make 2nds Count is a Scottish Charitable Incorporated Organisation (SCIO) with registered charity number SC048268





### **The person**

You thrive on creating and implementing strategies and pioneering campaigns as well as creating innovative tactics and relevant messaging to enable us to achieve our goals. You know how to get results and are performance driven.

You work by collaborating and in partnership with others - you are part creative and part operational, always putting patients at the heart of what we do.

This is a role that allows you to do all the things you love and for a hugely neglected cause. You really can make a difference.

### **Responsibilities & duties**

Overall responsibility to develop and deliver a creative, engaging and measurable communication plan that ensures the charity's external communication and messaging is effective, consistent and aligned with our mission, values and annual strategic plan.

#### ***Key responsibilities***

- Shape the positioning of Make 2nds Count across all its activities, in ways that are consistent and coherent, so that our cause and brand is understood and engaged with by all stakeholders;
- Oversee all communication channels including media relations, social media and online;
- Be the guardian of the website, ensuring it is engaging and up to date and meets stakeholder needs;
- Work with the fundraising team to support the implementation of fundraising campaigns; and
- Have responsibility of managing the charity's external agencies and associated budget responsibility.

#### ***Key duties***

- Build relationships with key media contacts, influencers, audiences and partner organisations;
- Write and manage press releases and social media content;
- Develop a media spokesperson strategy; and
- Represent the charity at external events.

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## Reporting & Management

You will have dual reporting responsibilities to the Charity’s founder and to the Board of Trustees. KPIs will be set aligned to the charity’s mission and objectives. You will work closely with the Head of Fundraising & Supporter Engagement to align campaigns and maximise effectiveness.

The post holder will also

- Contribute to achieving the overall objectives of Make 2nds Count;
- Undertake any additional and ad hoc tasks as required;
- Participate in team meetings and other meetings as required;
- Provide verbal and written reports as required and update plans where necessary;
- Work within an Equal Opportunities framework;
- Comply at all times with the charity’s Health and Safety Policy; and
- Adhere to all the charity’s policies, procedures and working practices

A job description is a written statement of the essential characteristics of the job, with its principal accountabilities, incorporating a note of the skills, knowledge and experience required for a satisfactory level of performance. This is not intended to be a complete, detailed account of all aspects of the duties involved. This job description will be reviewed at regular intervals and is subject to amendment in consultation with the post holder and Line Manager.

## Personal Profile

	Essential	Desirable
<b>Skills, knowledge and experience</b>	<ul style="list-style-type: none"> <li>• Minimum of 5 years’ experience working in communication &amp; PR and marketing.</li> <li>• Experience of working with a charity either internally or within an agency setting.</li> <li>• Degree or qualification in communications, marketing or a related field.</li> <li>• First-class written skills and the ability to interpret and explain complex or sensitive information in a creative and engaging way.</li> <li>• Proven experience of establishing rapport, credibility, and collaborative relationships with partner organisations and key donors at the highest level both internally and externally.</li> <li>• The ability to prepare and present regular updates to the Board on KPIs and communications activities.</li> <li>• Relevant media relations experience and contacts.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of the medical/ cancer research landscape.</li> <li>• An awareness of secondary breast cancer.</li> <li>• Budget management.</li> <li>• Experience of social media management within the third sector.</li> <li>• Experience of working with celebrity ambassadors.</li> <li>• Experience of agency management.</li> <li>• Clean driving licence.</li> </ul>

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## **Interview Process**

**Application method:** CV and cover letter explaining why you think you are the best person for this role.

**Application Deadline: 7<sup>th</sup> December 2020**

Please note, early applications are encouraged. Interviews will commence before the closing date if and when suitable candidates are identified.

**Interview Date:** Interviews are planned to be held from 7<sup>th</sup> December but may take place sooner.

**Submission Email:** [lisa.fleming@make2ndscount.co.uk](mailto:lisa.fleming@make2ndscount.co.uk)

## **DIVERSITY**

Make 2nds Count is committed to equal opportunities and welcomes applications from all sections of the community.

We also encourage applications from all backgrounds especially those with a BAME background which are underrepresented. All applicants are treated equally and selected on the basis of individual merit and ability to meet the requirements of the role. Additionally, we consider family-friendly flexible working arrangements within the role description.