

**Job title:** Marketing and Communications Manager

**Starting salary:** £38,000 per annum

**Contract type:** Full time (35 hours per week), permanent

**Location:** Redwood House, Brotherswood Court, Almondsbury Business Park, Bristol, BS32 4QW (with Flexible Working offered)

**Reporting to:** Chief Executive

**Line reports:** n/a

**Liaison with:** Operations Manager, Fundraising Manager, Charity Administrator, Director of Research, Trustees, Patron, Vice-Presidents, Ambassadors, Donors and Volunteers, external suppliers and SRUK funded researchers

### **About us**

Sight Research UK (SRUK) has a single mission: to beat sight loss and blindness faster. We raise money to invest in world class research that is poised to find better solutions for people with sight-threatening disease – be it in diagnosis, prevention or treatment. Over the last 30 years, we have been able to invest over £18 million in research projects that are bringing scientists ever closer to answering some of the most fundamental questions about eye health and eye disease. Eye research in the UK is woefully underfunded and our goal is to increase our income generation significantly over the next 10 years in order to make an even bigger impact.

### **Purpose of the job**

For this role, we are seeking a highly skilled digital marketing and communications professional to help us achieve our mission of beating sight loss faster. You will play a key role in helping to deliver the charity's strategic financial and non-financial goals by creating strong opportunities to engage with a wide range of people across multiple print and digital platforms.

You will execute the creation and delivery of a digital strategy for the charity which will underpin our recently created research strategy and our income generation goals. A key element of the digital strategy will be the creation and ongoing development of engaging donor journeys across a range of platforms including the Charity website.

With a flair for crafting the right message for the right audience, you will help us build stronger connections with existing supporters, as well as helping us to reach and inspire new donors. You will have a keen interest in medical research and be adept at explaining complex subjects in an engaging and accessible way. Whether creating a social media post or reporting on a research success in our printed Annual Review, you will tell the story of how we are turning science into sight.

SRUK is a small but ambitious charity with a desire for growth. As a member of a small team, you will be an exceptional communicator, project manager, and relationship builder. You will be able to prioritise communications activity based on audience need and insight, and on the changing needs of a small and agile organisation.

## **Key Activity Areas**

### **Brand and Strategy development**

1. Develop, deliver and refine SRUK's digital marketing and communications strategy, to help the charity build its profile nationally and to support its growth plans.
2. Contribute to SRUK's fundraising plans and supporter journey, focusing particularly on individual giving (including regular giving and legacy giving) and corporate supporters.
3. Act as the principal point of contact within SRUK for ensuring brand accuracy, tone and appropriateness of messaging for all published materials and communications.
4. Refine the charity's branding and presence across digital platforms to ensure a cohesive approach.

### **Marketing and Communications delivery**

1. Deliver innovative and effective print and digital communications to drive awareness and understanding of SRUK's vision and mission to maximise engagement with existing supporters and create opportunities for new supporter acquisition.

2. Create, deliver and review SRUK's communications calendar.

Manage all in-house and outsourced creative resources, including copywriting, graphic design, videos and photography, delivering an agreed annual pipeline of branded publications, creating or commissioning marketing materials and digital assets that are produced on time and within budget.

3. Manage and optimise SRUK's website - and its other digital platforms - from content development to user experience, and analyse and report on the performance for each channel.
4. Develop inspiring e-communications including e-fundraising content and activities that align with SRUK's annual fundraising plan and promote its research strategy
5. When required, develop, monitor and evaluate marketing campaigns aimed at specific fundraising initiatives.
6. Manage the budget for the marketing function, ensuring good value in all activities.
7. Report against agreed objectives, budgets and targets for the marketing function.

8. Maintain a secure, comprehensive and easily searchable archive of all creative output – digital artwork files, photography, brand illustrations and digital assets, case studies and all print publications.
9. Keep up to date with brand and marketing trends within and outside of the third sector, making recommendations for development for SRUK.
10. Track and report on SRUK’s position in the market as well as competitor activity, sharing insight and interesting developments with the team.
11. The postholder may also be expected to carry out other duties, which may be reasonably requested. As such, the job may involve occasional evening and weekend work, for which time off in lieu can be claimed.

**Tasks common to all staff**

- Act as an ambassador for SRUK at all times when liaising externally and internally.
- Record information as necessary and comply at all times with requirements for handling personal / sensitive data.

**Person Specification**

**Please provide evidence of your experience in each of the following:**

Criteria	Essential	Desirable
<b>Experience</b>		
At least 3 years’ experience in digital marketing and communications	√	
Experience of working in the charity sector.		√
Experience of working in medical charities.		√
Track record of developing and implementing integrated communications strategies to meet brand and organisational objectives.	√	
Experience and knowledge of a wide range of marketing communication channels, including email (Mailchimp or similar), website and social media.	√	
Experience of copy-editing and design.	√	
Experience in communicating with a variety of audiences to build effective working relationships.	√	

Experience of using client/donor CRM to deliver targeted and integrated comms (Donorfy or similar)		✓
Experience of strategic integration between CRM and web platforms to support income generation and supporter journey optimisation.		✓
Ability to review and analyse activity.	✓	
<b>Knowledge and Skills</b>		
Excellent writing skills with an ability to create appropriate content for various channels and audiences.	✓	
A clear understanding of the need for and creation of accessible communications		✓
A clear understanding of brand and its purpose.	✓	
An excellent working knowledge of content creation platforms and social media channels.	✓	
Exceptional attention to detail and high standards across all aspects of project delivery.	✓	
Ability to manage a number of projects simultaneously and re-prioritise as needed to meet required deadlines.	✓	
Exceptional project management skills and ability to drive forward projects from identifying objectives to execution.	✓	
Excellent analytical and critical thinking skills. Highly skilled at analysing potentially complex results and statistics in an accessible manner.	✓	
Ability to engage with a varied range of people from different backgrounds.	✓	
Effectively plan and manage budgets, reforecasting regularly on spend against target		✓
Ability to spot new opportunities and follow up.	✓	
Ability to work with initiative, think creatively and laterally.	✓	
<b>Attributes and Personal Characteristics</b>		
Intrinsically motivated with a proven ability to meet objectives and work to deadlines.	✓	
Ability to work with wide range of people, (researchers, charity supporters, designers, video producers)	✓	
Ability to work independently and as part of a wider team	✓	
A curious mind keen to keep up to date with relevant new developments in the sector.	✓	

Ability to manage and adapt to changes in a growing organisation.	✓	
Capable of remaining calm under pressure while maintaining highest levels of accuracy.	✓	
An interest in medical research and a strong belief in the power of ongoing investment over time to provide better outcomes for patients.		✓
Flexible approach to work and willingness to be accommodating over working hours when required.	✓	

#### **ADDITIONAL INFORMATION**

- This position has a 6 month probation period.
- 30 days paid annual leave plus public holidays.
- Up to 5% matching employer's contribution to the charity's workplace pension scheme (NEST).
- Flexible working considered.
- Free onsite parking at the Almondsbury site.

#### **HOW TO APPLY**

Closing date: Wednesday 15<sup>th</sup> March

Invitations to interview: Friday 17<sup>th</sup> March

First Round Interviews: Tuesday 21<sup>st</sup> March

For informal inquiries about the role, please contact Charlotte Parkin by email at [charlotte.parkin@sightresearchuk.org](mailto:charlotte.parkin@sightresearchuk.org). If you would like to apply for the role, please send your CV and a covering letter by email to [hello@sightresearchuk.org](mailto:hello@sightresearchuk.org). We will not consider postal applications.