



**Solving
Kids'
Cancer
UK**

JOB PACK
**Communications and
Campaigns Manager**



We are fighting for a future where no child dies of the childhood cancer neuroblastoma or suffers due to the treatment they receive



Welcome

Dear Applicant

I'm delighted that you're interested in working for Solving Kids' Cancer UK. Included in this pack is some background information about the charity along with details of the job role.

Solving Kids' Cancer UK is a very special charity with a dedicated and passionate team – we are proud of our parent-led ethos, which means that we have parents with lived experience of neuroblastoma working at every level of our charity, from volunteer to employees and within our Board of Trustees. This means that the work of our charity is always informed by those who have first-hand experience of neuroblastoma and ensures we remain focussed on addressing the challenges faced by the people who need our support most.

The charity actively supports and prioritises the wellbeing of our team and a range of support is available including flexible working arrangements and access to training and personal development opportunities.

It is a truly exciting time to be joining us as we have been on a transformational journey in recent years, launching a new strategy in 2022 and a brand re-fresh in 2023. During the course of our current five-year strategy, Solving Kids' Cancer UK will remain neuroblastoma focussed, but with flexibilities to operate more broadly in support of children with cancer. We are working with existing and new partners, having launched our most ambitious research funding award to-date with a focus on accelerating more effective treatments. We are aiming to reach all families of children diagnosed with neuroblastoma in the UK, providing a broader range of practical, emotional and financial support at any point of their journey. And we are continuing to advocate for children and their families affected by childhood cancer, launching our first public affairs strategy in 2023 to more boldly champion the needs of all children diagnosed with childhood cancer.

If you're excited about joining our team, and want to help us to achieve our vision where no child dies from the childhood cancer neuroblastoma or suffers due to the treatment they receive, please consider applying.

We look forward to hearing from you.

A handwritten signature in black ink, appearing to read "G. Jackson", with a long horizontal flourish extending to the right.

Gail Jackson | Chief Executive Officer





About Solving Kids' Cancer UK

Solving Kids' Cancer UK is a small but mighty charity with children firmly at its heart. We are fighting for a future where no child dies of the childhood cancer neuroblastoma or suffers due to the treatment they receive.

Neuroblastoma is a rare and complex childhood cancer, around 90% of neuroblastoma cases occur in children younger than five years of age. It is the most common cancer in infants. The work of Solving Kids' Cancer UK is parent informed and we develop our services in response to the needs of the community we work with.

Our organisation is passionate about speeding up pioneering clinical research that will save lives and improve outcomes for children. As a parent-led charity we are uniquely placed to use our influence and reputation alongside our accredited research funding framework to make a difference for children now and in the future.

Our Family Support Service provides emotional, practical and financial support, and impartial information on the latest treatments available and supports families to access their choice of treatment options for their child.

We are a voice for children and their families. In every conversation we amplify their voice and ensure children are at the heart of all we do. We will not stop until children with neuroblastoma, in the UK and beyond, have access to the treatment they need and we need the very best people to help deliver our vision.



Vision, mission and strategy

Vision

A future where no child dies of the childhood cancer neuroblastoma or suffers due to the treatment they receive.

Mission

Helping those affected by neuroblastoma, an often aggressive and deadly childhood cancer, by

- **Initiating and funding** best-in-class clinical research
- **Providing hope**, information, and support to families throughout their cancer journey
- **Raising awareness** of childhood cancer, advocating and campaigning for positive change.

Strategy

Our strategic plan 2022 - 2027 has been informed by our stakeholders and developed in line with our vision; ensuring we have a blueprint for our growth, sustainability and stability into the future. Our strategy is driven by three key pillars: **Research, Support and Awareness**.

STRATEGIC PLAN 2022-2027



We are fighting for a future where no child dies of the childhood cancer neuroblastoma or suffers due to the treatment they receive.



Our strategy

To underpin the delivery of our five-year strategy, our work will be guided by an internal implementation plan centred around three key enablers and a clear focus on our vision and values.

Sustainable

We will ensure our charity remains financially robust to deliver against our strategic objectives, securing the funds required.

Good governance

We will continue to build a strong culture of compliance, transparency and continuous improvement at all levels of the organisation.

Impact

We will measure and showcase the impact of our work and demonstrate return on investment to our supporters.

Our work is driven by three key pillars

Research

Accelerate clinical trial development

We will focus on the development of new treatments by investing in clinical research and working with valued partners for maximum impact.

Prioritise the needs of children

We will engage with families to identify areas of unmet need, challenging experts to find solutions and work together to deliver maximum impact through the research we fund.

Foster collaboration

We will build and strengthen international partnerships to share expertise, best practice and resource, whilst building knowledge.

Support

Reach ALL families

Every family of a child diagnosed with neuroblastoma in the UK will have access to our support service from the point of diagnosis.

Broaden range of support

We will develop and expand our support offer in line with what families tell us they need.

Inform and support decision making

We will ensure families have access to the most current and scientifically robust data from around the world and support their decision to access the best treatment possible.

Awareness

Research advocacy

We will amplify the voice of the children and parents, seeking to advance science and understanding of the disease alongside patient-centric research.

Patient advocacy

We will champion the needs of individual children and their families, providing parent-led support around decision-making to improve treatment outcomes.

Awareness and campaigning

We will raise the profile and support the treatment needs of children with neuroblastoma and other childhood cancers with the general public, government and public bodies.

Our values

**Caring
Transparent
Collaborative
Inclusive
Determined
Hopeful**



**Solving
Kids'
Cancer
UK**

Values



Transparent

We are open and honest about all that we do and how we do it.



Caring

We care passionately about children with neuroblastoma and their families and all those who care for them, including our staff, volunteers and supporters.



Collaborative

Relationships are at the heart of our work – from the children and families we work with to the individuals, organisations and networks that are involved in their care.



Inclusive

Our services are developed to ensure they meet need and we aim to make them accessible to all.



Determined

We lead with tenacity and are unfaltering in our drive to help, support and fight for children with cancer.



Hopeful

We have a strong sense of optimism and hope is at the heart of all that we do.





**Solving
Kids'
Cancer
UK**

Our team

Board of Trustees

Nick Bird

David Coulon

Matt White

Aine McCarthy

Alex Lane

Joey Tabone

CE

Chief Executive Officer

Gail Jackson

Executive Assistant

Georgina Clark

Finance

Director of Strategic Finance

Gemma Wadsley

Senior Finance Manager

Sue McGregor-Ogden

Finance Officer

Ed Fordham

Finance Assistant

Val Wood-Brignall

Operations

Head of Operations

Claire Hislop

Database Manager

Nicholas Leverton

Family Support

Head of Family Support Services

Vicky Inglis

Family Support Coordinator

Hayley Blackwell

Family Support Coordinator

Samantha Wilkinson

Research and Awareness

Head of Research

Leona Knox

Research Manager

Leah Ambler

Public Affairs and Advocacy Lead

Emily Hall

Fundraising and Engagement

Head of Fundraising & Engagement

Danielle
Russell

Fundraising
Campaigns
& Comms
Manager
Laura Nott

Communications
& Campaigns
Manager
Vacant

Relationship
Manager
Anna Austin

Community
& Events
Fundraising
Manager

Sophie Anderson
(maternity leave
until Oct 2024)

Community &
Events
Fundraising
Officer

Simran Panchal
(fixed-term until
Dec 2024)

Key role information

Job title	Communications and Campaigns Manager
Location	Home based (with routine travel to London and occasional travel to events across the UK)
Hours	Full-time, 35 hours / week (flexible working will be considered)
Salary	Circa £35,000 per annum (FTE per annum) commensurate with experience
Contract type	Permanent
Probation period	6 months
DBS check	Basic
Department	Fundraising and Engagement
Responsible to	Head of Fundraising and Engagement
Responsible for	NA

What we offer

- Informal flexible working
- 5% employer pension scheme contribution
- 32 days holiday inclusive of bank holidays with opportunity to buy additional leave
- Access to 24/7 confidential helplines for counselling and legal and tax advice
- Wellbeing check-ins with manager and optional Wellbeing Action Plan
- Regular staff survey for the opportunity to feedback experiences and make suggestions
- Regular opportunities to meet in-person as departments and the full team
- Training opportunities – we care about our staff and volunteers and encourage opportunities for professional development
- A child-centred charity with a passionate and dedicated team

Communications and Campaigns Manager

Role purpose summary

- Develop, implement and manage a dynamic communications plan for Solving Kids' Cancer UK that encompasses the three key pillars of our work, across all communication channels;
- Lead on the development and implementation of online marketing campaigns to raise wider awareness, demonstrate our impact, grow our income, and position our organisation as a thought leader in paediatric oncology;
- Develop and grow our charity's media presence and profile;
- Raise the charity's profile and reach through the generation of new online and offline audiences, followers and supporters.

Key responsibilities

Communications and Marketing

- Lead the development and implementation of a communication schedule which embeds key messaging themes and connects multiple channels (social media, digital, print etc.) together into one thriving communications approach for the charity.
- Work with the Head of Fundraising and Engagement to create, implement and evaluate communications strategies and campaigns, across all areas of the charity's work.
- Develop and implement a social media and digital communications plan encompassing the range of Solving Kids' Cancer UK's services, our impact and vision. This should include managing a regular social media schedule that drives engagement, conversation and creatively evidences the charity's impact.
- Monitor online activity through digital listening with close monitoring of social platforms, engaging in conversation and regularly acknowledging engagement.
- Produce compelling, targeted, and accessible content (images, film, written, infographics etc) for different channels and audiences that focuses on our strategic pillars and themes, storytelling and impact, to reach and engage audiences.
- Proactively manage the charity's website including setting a road map for future developments, maintaining and developing new website content and updates as required and working with colleagues to ensure these meet the needs of target audiences and campaigns.
- Collaborate with fundraising colleagues on campaigns and appeals that support fundraising goals and stewardship strategies to thank supporters and foster lasting loyalty and motivate continued engagement.
- Plan, write and evaluate email marketing campaigns and newsletters for target audiences.
- Support colleagues with communications and marketing advice and guidance, and targeted plans to achieve their aims and objectives.
- Provide a high-quality writing resource, editorial guidance and editing and proof-reading service to ensure all external content is in line with the charity's brand guidelines.
- Coordinate the creation and production of marketing materials.
- Provide engaging content for funder reports and evaluations, outlining key achievements and incorporating appropriate family stories that show the impact of the charity's work.
- Produce regular stories of patient families and share online and on social media, ensuring compliance with the charity's privacy, safeguarding and GDPR policies.



Media

- Develop relevant media contacts, as well as contacts in the sector, to maximise the reach and coverage of key communications campaigns as well as wider organisational projects.
- Research, write and distribute media outreach activities such as press releases, media comments, media briefs, features, blogs and letters to editors.
- Be the first point of contact for media enquiries and manage the press enquiries in a timely manner.
- Lead on gathering powerful stories that highlight the impact of childhood cancer on the lives of children, young people and families.
- Maintain relationships with current patient families who are sharing their cancer journey stories with the media.
- Work closely with the Fundraising and Engagement, Family Support and Research teams to coordinate and respond to the different needs for case studies.
- Lead on media briefings that convey appropriate key messages and prepare spokespeople.
- Prepare monthly coverage reports, monitor external activity (including competitor) and incorporate best practice.
- Analyse reports to identify new opportunities and support the Chief Executive Officer and Head of Fundraising and Engagement to grow presence in national press by identifying proactive and reactive media opportunities.

General duties and responsibilities

- Proactively support other areas of activity across the charity as required, including fundraising and family support events.
- Monitor and evaluate communications and marketing activities, producing accurate reports and data, demonstrating performance against agreed targets and continually identifying areas for improvement.
- Work with the Database Manager to utilise the CRM to its full potential, maintain up-to-date records, and analyse data to gain insight and inform decision-making.
- Monitor, and work within allocated budget and ensure return on investment.
- Remain up-to-date with current best practices, innovations and trends in communications, marketing, social media and fundraising.
- Champion change and new ways of working and actively seek out good ideas to develop the charity's communications work and strategy.
- Abide by charity law, Fundraising Code of Practice, Data Protection legislation and other relevant legislation.
- Be a supportive and participatory member of the team.
- Due to the nature of the role, you will sometimes be asked to work outside office hours at events, filming or to monitor social media. Time off in lieu is provided.
- Act as an ambassador for the charity and the Fundraising & Engagement Team.

Complete any other reasonable duties and responsibilities as requested, commensurate with this role.

Role specification

Experience/Knowledge/Skills/Attributes	Essential	Desired	Method of Assessment
Demonstratable experience working in communications	√		Application Form/ Interview
A proven record of working to and achieving agreed targets and outcomes	√		Application Form/ Interview
Significant experience of developing and delivering multi-channel communications and marketing plans with measurable success	√		Application Form/ Interview
Proven experience of strategically managing and developing digital channels including social media, email marketing and web presence (including CMS)	√		Application Form/ Interview
Good planning and organisational skills with the ability to manage multiple activities with conflicting demands and meet deadlines	√		Application Form/ Interview
Experience of developing effective communications campaigns to drive engagement	√		Application Form/ Interview
Extensive experience planning, producing and sourcing high-quality content from concept to delivery	√		Application Form/ Interview
Proven experience of high-quality writing for a range of publications, communication channels and audiences.	√		Application Form/ Interview
Good interpersonal skills with the ability to build relationships at all levels, internally and externally	√		Application Form/ Interview
Self-motivation and resilience with the ability to work on own initiative or as part of a team	√		Application Form/Interview
Experience of using databases/CRM for communication and marketing activities	√		Application Form/Interview
Design and film editing skills (e.g. Canva)		√	Application Form/Interview
Experience of working with the media		√	Application Form
IT literate with knowledge of Microsoft packages	√		Application Form
Knowledge of Data Protection legislation (GDPR, PECR etc.)	√		Application Form/Interview
Knowledge and/or lived experience of childhood cancer		√	Application Form
Emotional resilience, empathy and compassion for our charity's vision and mission	√		Application Form/Interview



**Solving
Kids'
Cancer
UK**

How to apply

If you would like to apply for the Communications and Campaigns Manager role, please complete and submit an **Application Form** highlighting your suitability for the position, how you meet the person specification and why you would like the role in the Supporting Statement. You can access our HR Privacy Notice [here](#).

Please send your **Application Form** to claire@solvingkidscancer.org.uk

We also invite you to complete and return an anonymous **Diversity Monitoring Form**, which is an online form accessible [here](#). The information contained in the questionnaire will be treated as confidential and will be used to monitor and drive our work towards our diversity and inclusion commitments.

If you would like an informal conversation before applying, you can contact Danielle Russell, Head of Fundraising and Engagement, via email at danielle.russell@solvingkidscancer.org.uk or telephone 020 4582 7396.

If there are any adjustments that would help you to engage with the recruitment process, please let us know.



Recruitment timetable

We aim to keep to the timetable outlined below.

Applications open: 22 May 2024

Applications close: 16 June 2024, 11:59pm

Shortlisting: w/c 17 June 2024

Interviews: 1 July 2024 (London office)

Shortlisted candidates will be invited to an interview. The panel will comprise Danielle Russell, Head of Fundraising and Engagement and Gail Jackson, Chief Executive.

Candidates successful at the first interview, may be invited to attend a second interview.





**Solving
Kids'
Cancer
UK**

We are an equal opportunity employer

We welcome and invite applications from all suitably qualified candidates, regardless of age, disability, gender or gender reassignment, marriage/civil partnership, pregnancy, maternity, race, religion or belief, sex or sexual orientation. We invite applicants to let us know how we can help them better engage with the recruitment process.

We are a safeguarding charity

Our work and practice are underpinned by safeguarding principles with the aim of protecting children and young people and enhancing their welfare. Solving Kids' Cancer UK always works in accordance with legislation, statutory guidance and best safeguarding practices. A basic criminal record check is required for all staff, trustees and volunteers.

We are a parent-led charity

Solving Kids' Cancer UK is a parent-led charity and actively encourages applications from the parent community with lived experience of neuroblastoma and/or other childhood cancers.



solvingkidscancer.org.uk



[Solving Kids' Cancer UK](https://www.linkedin.com/company/solving-kids-cancer-uk)



[SolvingKidsCancer365](https://www.facebook.com/SolvingKidsCancer365)



[skc365](https://www.instagram.com/skc365)



[SKC_UK](https://twitter.com/SKC_UK)

Solving Kids' Cancer UK is a registered charity in England and Wales (1135601), and in Scotland (SCO45094). It is a company limited by guarantee in England and Wales (7208648).