

June 2021

Dear applicant,

Thank you for your interest in Petals and the role of **Marketing & Engagement Manager**.

We are looking for someone to be the key driver of growth in our important and expanding charity. Petals generates amazing impact – sometimes we're the only people there for parents experiencing the trauma of baby loss. Our clients love what we do, and a high number of them go on to support our vital work. The hospitals in which we work also love what we do, recognising and funding a gap in NHS provision for emotional support at the point of loss.

But we want more people to know about us, to benefit from our services, to love what we do and to support us. In short, we have an amazing platform for growth, in reach, impact and support – could you be the person that takes us on the journey?

You will have experience in customer marketing and communications and ideally in digital and social engagement and communications. You'll be interested in customer journey planning and management, and passionate about CX. Ideally you will know about customer data analytics, and be able to draw trends and opportunities from qual and quant data sets. You may already have experience in the third sector, or be looking to move to our charity from a role in a commercial organisation.

Above all, though, aptitude and attitude is key to this role as training and mentoring can be provided. We need you to be energetic, strategic and creative, but also a practical 'do-er,' ready to deliver and be measured on your results. We're looking for someone to drive supporter acquisition, retention and lifetime value with a strong focus on: content-based marketing and engagement; comms and PR; digital communities; and a flair for spotting opportunities to support the Fundraising Manager through appropriate journey-based conversion asks.

In return we can offer you an exciting and varied role and a flexible work life balance. You'll be reporting to me, the CEO, and working with a small but ambitious team of fundraising and counselling professionals to promote and develop Petals' expansion plans. This is a new role for Petals and is a great opportunity for someone seeking to apply and expand their experience and responsibility and shape the role to make a real impact. This comes at an important time for us as we are focussing on client and supporter experience and engagement as a key tenet of our strategy.

I hope that you like what you've heard and will consider applying. To do so, please send an up to date CV and cover letter to recruitment@petalscharity.org by **19th July 2021**. It would also be very helpful to us if you were willing to complete our Equality & Diversity monitoring form and return this to the same email address, under separate cover. This will be used to help us monitor and analyse diversity information and will not be seen by those of us involved in the selection process.

If you would like an informal conversation before applying for the role, please contact me on karen@petalscharity.org and I will be very happy to arrange a time to speak.

Karen Burgess

Founder & CEO

Job Description

Job Title: Marketing & Engagement Manager

Contract: 3.5 - 4 days per week, permanent role with 6 month probationary period

Salary: £30,000 per annum pro rata

Reports to: Chief Executive – Karen Burgess

Location: Tunbridge Court, Bottisham, Cambs. We support employees who would like to work from home for part of their week and are happy to discuss a flexible working pattern at interview.

Overall responsibility of the job:

To lead the charity's marketing, engagement and communications activities. To drive the acquisition and retention of supporters for Petals, strengthening our brand and developing and implementing supporter marketing and digital/social media communications programmes which engage our supporter base. This will help us to build our profile externally and maximise income for our growing charity.

Specific responsibilities:

<ul style="list-style-type: none"> • Develop and shape the client & supporter marketing strategy in line with brand guidelines, through to implementation and delivery
<ul style="list-style-type: none"> • Develop a digital/social media strategy for the organisation
<ul style="list-style-type: none"> • Utilise audience insights, segmentation data and sector understanding to develop our brand strategy and identify new opportunities
<ul style="list-style-type: none"> • Build and produce client & supporter marketing, engagement and communication tools and programmes to help acquire, retain and build supporter value
<ul style="list-style-type: none"> • Lead engaging and informative client, supporter & stakeholder communications across all touch points including a variety of digital platforms, ensuring consistency of approach
<ul style="list-style-type: none"> • Build compelling client & supporter propositions
<ul style="list-style-type: none"> • Act as the 'voice of the customer' and ensure client & supporter views are used to inform decision making at every level of the organisation
<ul style="list-style-type: none"> • Drive and direct CRM support to ensure first class database management, client & supporter response and supporter development and retention
<ul style="list-style-type: none"> • Set objectives and KPIs and monitor and evaluate all marketing and communications activity
<ul style="list-style-type: none"> • Develop and enhance our understanding of the client journey to drive improved conversion to supporters and a continued relationship between brand and client
<ul style="list-style-type: none"> • Work closely with the Supporter Experience Project Co-ordinator, to ensure that the systems and processes they develop align with and support the marketing strategy, approach and brand
<ul style="list-style-type: none"> • Work closely with the Fundraising Manager to ensure opportunities are aligned and on brand
<ul style="list-style-type: none"> • Work closely with the Head of Advocacy, Partnerships & Development to deliver clear and engaging advocacy / stakeholder communications in line with our brand

<ul style="list-style-type: none"> Issue press releases on behalf of Petals, build relationships with key journalists and represent Petals at press and public events as required
<ul style="list-style-type: none"> Lead the development of the Petals website and be responsible for day to day management of this
<p>There is the potential in the future for this role to have line management of volunteers and/or employed staff members working to deliver marketing and communications projects.</p>

This job may involve working unsocial hours on some occasions. Time off in lieu will be taken by arrangement with your manager. **Job description is not contractual and may need to change, upon discussion with the role holder.**

Person Specification

Knowledge & Experience	Essential / Desirable
Customer marketing & communications	E
Digital and social engagement	E
Customer journey planning	D
Customer experience	D
Proven or demonstrable experience in developing and managing a marketing strategy	D
Producing and managing digital content across a range of digital platforms	D
Experience of working with the media	D
Skills	
Data insight and analytics – qual & quant	E
Excellent written communication skills to produce engaging, clear and persuasive communications for a range of audiences	E
Strong digital content skills	E
Personal Qualities	
Confident, self-motivated	E
Enjoys working in a small team	E
Takes a flexible approach to their work – mixing the strategic with the hands-on	E
Committed to high standards of supporter care and customer experience	E
Committed to ensuring equality, diversity and inclusion through all their work	E

We want our organisation to have different voices within it, and to reflect the range of communities which our clients come from. We welcome applications from everyone irrespective of sex, sexual orientation, gender identity, ethnicity, faith and religion, disability and age, but, as ethnic minority groups and members of the LGBTQ community are currently under-represented across the organisation, we would particularly encourage applications from members of these groups. **Appointment will be based on merit alone.**