



Registered charity 1043603

Marketing Research Officer - BRHC

Job Description and Personal Specification

Line Managers	Head of Nursing, Bristol Children's Hospital Communications Manager, The Grand Appeal
Stakeholder	University Hospitals Bristol Trust Communications Department
Location	King David Building, Upper Maudlin Street
Employer	The Grand Appeal
Terms	Full-time, 35 hours. 12 months fixed term.
Salary	£25,000 (more may be available for an exceptional candidate)

The Grand Appeal works in partnership with Bristol Royal Hospital for Children (BRHC) to ensure that it remains at the forefront of patient care, as one of the leading children's hospitals in the UK.

The BRHC covers the largest geographic area of any children's hospital in England, treating more than 100,000 children each year, and serves as the paediatric intensive care centre for the whole South West region. The hospital is an international, national and regional specialist centre of excellence for a range of services including neurosurgery, burns, epilepsy, cardiac, leukaemia and bone marrow transplants.

As the Bristol Children's Hospital Charity, The Grand Appeal is there every step of the way for sick children and their families. From the moment a child arrives at the hospital, our support workers offer comfort and advice; we give parents and siblings a free, comforting place to stay; provide daily music therapy sessions and arts and play activities; and fund the pioneering equipment and research that save lives. The Grand Appeal is a multi-award winning organisation, providing a wide range of support to patients, families and staff in the BRHC. We work on a local, regional and national level to raise money and engage with a range of fundraisers and partners in support of our cause and to build our brand.

26 Upper Maudlin Street, Bristol, BS2 8DJ
0117 927 3888 | info@grandappeal.org.uk | www.grandappeal.org.uk

Having generated over £50 million to support the hospital, The Grand Appeal is funding a newly created post of Marketing Research Officer to help develop the BRHC Profile. The work we do really makes a difference and together, we have the power to change lives.

We are looking for a proactive, driven and insightful Marketing Research Officer to project manage a wide range of marketing and communications research in BRHC. This will include managing the collation of the hospital's current internal and external marketing activities initiatives and proposed future developments as it continues to expand and evolve.

Working collaboratively with all key stakeholders, the post holder will produce an in-depth report based on their findings, recommending a forward facing marketing and engagement strategy for BRHC to raise the profile of the hospital locally, nationally and internationally.

You will be highly organised with an innovative approach to both research and marketing, and be a strong, dynamic and confident team player who is able to grow, build and maintain relationships with team and service leads across the hospital. The successful candidate will be adept at working with internal and external stakeholders throughout a large, busy and complex organisation at all levels.

High levels of verbal and written communication are a must, alongside exemplary attention to detail. You will be able to juggle competing priorities and have a positive outlook in an environment of constant change. The successful candidate will be a driven and pro-active communications professional, adept at gathering research and with a deep understanding of brand, communications, and marketing at a strategic level.

*October 2018, GU2 survey

Summary of Role

To research, develop and recommend an ongoing strategy to enable BRHC to deliver transformative communications to raise the profile of Bristol Royal Hospital for Children locally, nationally and internationally.

Key tasks and responsibilities

- Identify and implement effective research methodologies to enable feedback and insight from staff at all levels, identifying barriers to success and driving solutions.
- Liaise with stakeholders throughout the hospital to gather service-wide information, data and evidence to form the basis of a recommended marketing strategy, in line with all stakeholders' communications strategies.
- Liaise with key external stakeholders to gather data and evidence with regards to BRHC to inform the Trust's wider communications strategy.
- Understand the marketing goals, ambitions, targets and brand positioning of the hospital and identify how to communicate this to local, national and international audiences.
- Build close working relationships with a range of service leads throughout the hospital.
- Research and report on a full range of digital opportunities for the hospital, including a review of the current digital offering.
- Create full, insightful reports to be disseminated within key internal audiences and using

26 Upper Maudlin Street, Bristol, BS2 8DJ
0117 927 3888 | info@grandappeal.org.uk | www.grandappeal.org.uk

these reports, develop and initiate a project strategy to deliver a comprehensive, transformative marketing plan to promote and enhance the world-leading work of the hospital to a wide range of audiences.

Other tasks

- Keep abreast of trends in the national media with regards to health and children’s hospitals.
- Carry out other tasks and duties as required, to support colleagues in the wider team.

This role profile is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the service. All job descriptions are non-contractual and give a sense of the broad scope of the role and so include a level of flexibility. Whilst they list some key tasks there will also always be tasks that arise and which can be reasonably expected of the role.

The Grand Appeal is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults, and as such expects all staff and volunteers to share this commitment. The selected candidate will be appointed subject to a DBS check.

Personal Specification

E = essential D = desirable

Experience and knowledge

Importance	Criteria	Assessment
E	A team player with the ability to encourage the very best output from individuals at all levels	Application Interview
E	Understanding of the principles of good relationship building and experience of being able to converse with a variety of people in different situations	Application Interview
E	At least 2 years experience delivering projects/change management/ transformation briefs in any sector	Application Interview
E	Experience in planning, implementing and evaluating research projects	Application Interview
E	Experience in writing inspirational copy for a range of audiences including sourcing information, editing, proof reading	Application Interview
E	Experience in producing analytical, insightful reports against clear measurables	Application Interview
D	Experience in digital project management, and delivering digital product	Application Interview
D	Experience of developing and delivering social media strategies	Application Interview
D	Experience of liaising with external agencies to meet objectives	Application Interview

26 Upper Maudlin Street, Bristol, BS2 8DJ
 0117 927 3888 | info@grandappeal.org.uk | www.grandappeal.org.uk

Skills and abilities

Importance	Criteria	Assessment
E	Educated to degree level or equivalent GCSEs (or equivalent) Maths, Science, English A-C	Application
E	Commitment to continuing professional and personal development	Application
E	Empathy with the aims, objectives and activities of the hospital	Application Interview
E	Excellent IT skills; confident in the use of Microsoft Office, CRM databases	Application Interview
E	Excellent organisational and time-management skills with the ability to prioritise conflicting demands whilst maintaining accuracy and attention to detail	Application Interview
E	Strong stakeholder engagement skills	Application Interview
E	Excellent written and oral communication skills, with the ability to write inspiring and persuasive copy for a variety of audiences, and the ability to distil complex points into concise, compelling and inspiring copy	Application Interview
E	Ability to work as part of a flexible team and to contribute to group and individual targets	Interview
D	Strong client facing, presentation and communication skills	Interview
E	Self-motivated and able to use initiative	Interview
D	Good awareness of hospital fundraising within the UK	Interview
E	An approach to mirror our values: supportive, professional, collaborative, creative and confident	Assessment process

Other requirements of the role

Importance	Criteria	Assessment
E	Prepared to travel to events and work outside of normal working hours. TOIL will be provided in most circumstances.	Application
D	Car owner and full UK driving licence	Application

26 Upper Maudlin Street, Bristol, BS2 8DJ
0117 927 3888 | info@grandappeal.org.uk | www.grandappeal.org.uk

Please complete the CV Cover Sheet below and send along with your CV and covering letter stating why you think you would be suitable for this role. Please return your completed application to jobs@grandappeal.org.uk

Closing Date: Sunday 17th February

Interview Date: Monday 25th February and Tuesday 26th February

CV COVER SHEET

Name _____

Job applied for _____

Relevant skills and experience – 700 words max:

Qualifications

What makes you the ideal candidate for this role? (700 words max.)

Current employer/ role/ length of contract:

Current salary/ contract length/ notice period length:

26 Upper Maudlin Street, Bristol, BS2 8DJ
0117 927 3888 | info@grandappeal.org.uk | www.grandappeal.org.uk



Salary expectations £ _____

How did you hear about the vacancy? _____

Do you need a work permit to work in the UK? YES/ NO

You must agree to the following data protection statement and to our privacy policy in order to process your application.

Signed: _____ Date: _____

Data Protection

Your data will be held in accordance with the General Data Protection Regulation.

The information you provide will be used to progress your application during the application process, if your application is successful, to administer your personnel record.

You consent to The Grand Appeal processing data relating to you for legal, personnel and administrative purposes and in particular to the processing of any sensitive personal data (as defined in the General Data Protection Regulation) relating to you, including in order to comply with legal requirements and obligations to third parties such as regulatory bodies and criminal records checking.

The Grand Appeal may make such information available to those who provide products or services to The Grand Appeal (such as advisers and payroll administrators), regulatory authorities and as may be required by law.

You can view our privacy policy at grandappeal.org.uk/privacy-policy

26 Upper Maudlin Street, Bristol, BS2 8DJ
0117 927 3888 | info@grandappeal.org.uk | www.grandappeal.org.uk