



Registered charity 1043603

Marketing & Digital Officer

Job Description and Personal Specification

Line Manager	Director
Team	Marketing & Communications
Location	30-32 Upper Maudlin Street, Bristol BS2 8DJ
Terms	Full-time, 35 hours. Permanent
Salary	£25,000 - £30,000 DOE

Summary of Role

Work for The Grand Appeal and you'll do more than just a job. The work we do really makes a difference and together, we have the power to change lives.

As the Bristol Children's Hospital Charity, we're 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.

We're a multi-award winning organisation, providing a wide range of support to patients, families and staff in Bristol Children's Hospital. 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.

But that's not all - we do more than you think, working across the fundraising, retail, commercial, and operations and services industries. We also run the most successful charity arts trails in the world through Gromit Unleashed, engaging fans in Bristol, the UK, and around the world with truly innovative fundraising events. Whether we are delivering life-changing projects or creating new fundraising concepts, we are constantly developing creative ways to raise more money to help more children.

As one of Bristol's most loved charities with significant local and international impact, The Grand Appeal is now at an exciting stage. Having generated over £50 million to support the hospital, and dedicated to continuous growth, we are diversifying to create an exceptional opportunity to join our team in the newly created role of Marketing & Digital Officer. We are seeking a first-class, pro-active

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marketing professional with new ideas and a passion for our cause, who is digitally-savvy, and experienced in delivering outstanding conversion rates for all audiences to enhance our brands and boost both our reputation and fundraising income.

The Marketing & Communications team has an ambitious plan for development and much of this growth will come from the transformation of our marketing and digital strategies, with this role working closely with the Director to ensure that this is achieved.

The post holder will be expected to develop, deliver and oversee significant brand development in the general public and growth within targeted communities, including fundraising, commercial and the delivery of patient services as well as develop the marketing strategy with a strong digital presence. The Grand Appeal is fortunate to benefit from 99.37% brand awareness* and operates with the support of the Academy Award® winning Bristol-based studio Aardman, using their iconic characters Wallace & Gromit to spearhead fundraising. We also work with an established portfolio of national and international brands such as Pixar Animation Studios, Cath Kidston, Rolls Royce and Renishaw, which provide strong opportunities for brand development and cross promotional marketing activity.

We are looking for an outstanding individual with significant digital and marketing experience to join our award-winning team of passionate and creative people, who will share our vision of making life the very best it can be for sick children. If this sounds like you, we want to hear from you. We have ambitious goals, and the good news is we are helping more children than ever. Work with us and you'll do more than you ever thought possible.

*October 2018, GU2 survey

Primary purpose of role

To deliver a series of vibrant, creative marketing campaigns across digital and print within The Grand Appeal group, to deliver exciting new digital products, and to retain and develop brand presence locally, regionally and nationally.

Key tasks and responsibilities

- Developing the marketing strategy in line with The Grand Appeal's objectives.
- Oversee and develop highly strategic marketing campaigns for the organisation against targets, including retail, fundraising and commercial activity.
- Developing a suite of digital products, raising the profile of all brands within the charity, to include the development of cross-platform charity and commercial presence.
- Profile and analyse retail, fundraising and commercial supporter personas to develop digital supporter journeys, helping to create and target granular, segmented audiences.
- Responsible for the development of internal marketing and brand guidelines.
- Working alongside the Communications Manager to deliver strong, creative marketing

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campaigns to promote the charity to the fullest extent.

- Interfacing with stakeholders and agencies to ensure objectives and targets are met and exceeded.
- Increase audiences and business development opportunities through the introduction of new creative campaigns.
- Contribute to a growing programme of ideas and concepts for organisation-wide events.
- Identify key drivers for marketing growth – both online and offline.
- Oversee content creation, ensuring the communications team delivers to the highest creative level.
- Ensuring all websites are 'living' entities, with fresh content, regular audits, and development where necessary.

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	Proven record of working in a similar paid role in the retail, commercial or charitable sector, with a minimum of 3 - 5 years experience	Application Interview
E	Significant, demonstrable achievements in digital marketing and development, with a minimum of 3 -5 years experience	Application Interview
E	Experience in planning, implementing and evaluating marketing and communications strategies, and producing insightful reports	Application Interview
E	Working with external agencies to meet digital objectives	Application Interview
E	Proven record of achieving high performing results to meet business objectives	Application Interview
D	Working knowledge of IP, rights and trademarks and IP law	Application Interview

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D	Evidence of strong working relationships with high profile brands	Application Interview
D	Working knowledge of HTML	Application Interview

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 charity	Application Interview
E	Excellent IT skills; confident in the use of Microsoft Office, CRM databases	Application Interview
E	Understanding of the principles of excellent relationship building and experience of working with a variety of stakeholders at all levels	Application Interview
E	Outstanding organisational and time-management skills with the ability to multi-task and prioritise conflicting demands whilst maintaining accuracy and attention to detail in a busy environment	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
E	Self-motivated, able to use initiative, and be goal-oriented	Interview
D	Experience in project management tools – for example, Asana, Trello, Slack	Application Interview
E	An approach to mirror our values: supportive, professional, collaborative, creative and innovative	Assessment process
D	An awareness of hospital fundraising within the UK	Interview

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

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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.

Closing date for applications is 9am on Monday 10th December, with interviews being held on 17th & 18th December.

CV COVER SHEET

Name: _____

Job applied for: _____

Relevant skills and experience: (700 words max.)

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

Current employer/role/length of contract:

Current salary/notice period length:

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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

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