

Job Title:	Marketing & Communications Manager	Reports to:	Head of Marketing and Fundraising / CEO
Status:	Flexible	Salary:	\$TBC

Children’s Tumour Foundation Purpose

The Children’s Tumour Foundation (CTF) exists to provide a pathway from fear to hope by investing in promising research, advocating for better resources and empowering individuals and their families with knowledge, connections and support needed at every stage of their journey.

Position Purpose:

This is a 12-month maternity leave contract with a strong focus on creating compelling and engaging content for multiple digital and offline channels to promote awareness of Neurofibromatosis (NF) and the work conducted by the CTF.

The Marketing and Communications Manager is primarily responsible for developing, implementing and evaluating the CTF brand, marketing strategy and national campaigns. This position will contribute to the delivery of best-practice and innovative marketing and communication strategies and will work to ensure that the CTF promotional and positioning activities complement organisational objectives.

As a small organisation, part of this role will involve developing or maintaining relationships with the NF community, suppliers and key stakeholder groups, while also supporting the team to develop resources that will directly benefit patients and their families.

This is a varied role working with a small fundraising and support services team, so flexibility, adaptability and a ‘can do’ attitude is a must!

Key Relationships:

- CEO
- Fundraising and Events Manager (FEM)
- Support Services Team (SST)

The Role:

The Marketing and Communications Manager will be an experienced and innovative professional, with considerable knowledge and experience in the development and delivery of marketing, communication and community awareness initiatives. In collaboration with the Fundraising and Events Manager (FEM), the candidate will be responsible for developing internal and external communications and marketing, fundraising and brand management; media and social media engagement, as well as community awareness campaigns and stakeholder engagement.

Key Responsibilities:

Marcomms:

- Oversee the development, implementation and evaluation of the CTF brand and marketing strategy
- In consultation with the broader team, lead the development, execution and evaluation of a range of national campaigns, including NF Awareness Month (May) and Christmas Appeal, while also supporting key fundraising initiatives throughout the year.
- Develop and implement communication and marketing tactics (both internal and external) for key projects, support programs and initiatives, including the production or project management of videos
- Manage the application of the brand across the NF Community and with corporate partners
- Oversee the production and distribution of marketing and communications collateral for all owned, earned and paid channels, including social media, newsletters and website.
 - Work with the SST to develop social media content that will increase the reach and engagement of the CTF on the public pages and within the groups we manage.
 - Develop social media strategy and manage ads on Facebook and Instagram to promote the charity and drive donation and engagement
 - Assess the efficacy of social media ads, edms and website using analytical tools and reporting to check on ROI of advertising
 - Maintain and update websites, review navigation and content regularly to improve SEO
- Write blogs, newsletters, media releases and fundraising appeals and content for events,
- Produce a quarterly report and the annual report

Fundraising:

- Work with the FEM to implement key events and initiatives like Cupid's Undie Run and NF Hero Challenge (NFHC).
- Work alongside the General Manager and FEM to onboard new partners, sponsors and high net worth individuals
- Motivating, empowering and assisting others in the NF and general community to participate in or to run their own community fundraising events and Facebook fundraising, while also supporting CUR and NFHC.
- Work alongside the FEM to maintain our database and manage the growth of regular givers throughout the year

Other:

- Build or maintain skills across all programs required to execute any and all of the above tasks, including but not limited to Evenico (website), Canva, Campaign Monitor, Creator Studio, Salesforce and Facebook Business Manager

Skills Required:

A self-starter with the ability to operate independently and a passion to make a difference to the lives of those in the NF community. You can confidently engage and communicate with a variety of stakeholders at all levels, both in person and through written communications.

Relevant tertiary qualification and experience in the not-for-profit sector is desirable, but not essential.

- experience in fundraising, digital marketing, communications and/or event management;
- experience in writing and editing technical and creative content;
- excellent attention to detail and ability to multi-task;
- experience organising events and working collaboratively across teams;
- demonstrated success in setting goals, priorities and developing project management skills
- empathy and ability to build relationships;
- excellent administration skills and a high level of attention to detail;
- graphic design or video development experience would be an advantage;
- An appropriate understanding of confidentiality in the workplace
- ability to work flexible hours