



Marie Curie Job Description

Job Title:	Communications Manager (Partnerships)
Department:	Marketing and Communications (Brand & Engagement Team)
Location:	London
Reports to:	Senior Marketing Manager, Marketing and Communications Directorate
Accountable to:	Head of Corporate Partnerships
Grade:	MCJES Grade E
Contract:	12 month contract, full time

Role purpose:

Develop a strategic communications approach and deliver maximum impact for existing and new corporate partnerships. Work closely with internal teams and directly with corporate partners to provide consultancy and strategic direction, alongside hands on development and delivery of key messages and communications campaigns that help increase our reach and engagement across channels, aimed at customers, employees and key stakeholders.

With knowledge and experience of delivering successful Marketing and PR plans you will be able to translate strategic partnership ambitions into clear communications and marketing goals for each key partnership. You will be responsible for building on the success and development of some of our most high-profile partnerships, including **Superdrug, Omaze, SPAR UK, the Gas Distribution Networks, National Garden Scheme and KPMG.**

Main duties:

- Lead the development and implementation of external communications plans for key corporate partnerships, creating plans to achieve partnership communications goals.
- Work collaboratively with channel owners across Marketing and Communications including PR, social media, creative & content, paid media and digital, to ensure partnership activity is integrated with wider department activities.
- Develop and maintain a strong understanding of the ambitions and goals of each of our key partnerships, helping to achieve and develop these.
- Develop a strategic approach to maximise the opportunity our partnerships offer to help us reach more people affected by dying, death and bereavement, for example via key customer and employee channels.
- Create compelling partnership narratives, write engaging copy, and develop materials to promote partnerships and support communications activity across audiences and channels, including owned and earned (PR & Media) channels.
- Represent Marie Curie as the communications expert in external meetings with partners, and their agencies, ensuring plans and activities are achievable and appropriate. Offering solutions and managing expectations of all involved.
- Act as point of contact for partner agencies including PR, marketing and CSR agencies.

- Drive idea generation around corporate partnerships and collaborations, securing opportunities that deliver against the agreed objectives.
- Develop a forward view of key moments and opportunities for reach and engagement through our corporate partnerships
- Work with our PR Team to create plans that will maximise potential for media coverage. Identifying and creating opportunities for media stories around our partnerships i.e. employee case studies.
- Support the New Partnerships team with new pitches and partner approaches, providing exciting strategy options for Marketing and Comms in order to place us in the best position to secure new corporate partners.
- Build and maintain excellent relationships with internal and external stakeholders at every level, working collaboratively and ambitiously to enthuse others about partnership activity.
- Ensure all activities are consistent with the brand strategy and guidelines including tone of voice and creative.

Monitoring and reporting

- Work with the Corporate Partnerships team to establish Communications KPIs for partnership campaigns and activities aligned to business goals.
- Closely monitor results across all campaigns to ensure that KPIs are on track and adjust plans as appropriate.
- Develop frameworks and dashboards to regularly report against these KPIs.
- Ensure insight and reporting is shared with colleagues across the business.
- Develop a comprehensive understanding of the sector to inform the most appropriate Communications approaches to meet set goals and identify new opportunities to increase Marie Curie's reach and engagement.

Partnerships, Campaigns, projects and activities

The postholder will be responsible for supporting a number of partnerships, campaigns and activities which will vary over time.

Partnerships, campaigns, projects and activities may include:

- Integrated marketing plans for fundraising campaigns with partners such as: Superdrug; Savers; SPAR UK; Gas Distribution Networks; Omaze; Hotter Shoes; KPMG; and National Garden Scheme.
- Maximising partnership involvement in national brand moments (e.g. Great Daffodil Appeal, Christmas).

Key relationships will include:

External:

CSR/Corporate Affairs heads/managers, Marketing/Brand Managers/Executives, PR Managers/Executives, Brand, creative and media buying agencies, Commercial/Buying teams, volunteers and colleague fundraisers, Event Managers/Executives, Community Affairs Managers/Executives, Marie Curie Development Board members. As well as your own external corporate and charity networks, other key external stakeholders include senior volunteers, Trustees and Patrons

Internal:

You will be a key member of the Brand and Engagement team in the wider Marketing and Communications department which sits in the Income, Innovation & Engagement Directorate. This role will also have a matrix reporting structure to our Head of Partnership Management in our Philanthropy & Partnerships team. You will also work closely with the Head of New Partnerships and the wider Corporate Partnerships team.

Other key internal stakeholders include, but are not limited to:

PR, Social Media, Content & Creative, Community Fundraising, Retail, Volunteering, Research & Policy, Caring Services teams, Heads of department across Fundraising, Marketing & Communications, Leadership, and members of the Executive Leadership.

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.

Travel across the UK as needed.

General

In addition to the specific duties and responsibilities outlined in this job description, all Marie Curie employees should be aware of their specific responsibilities towards the following:

- Marie Curie is committed to encouraging volunteering throughout the organisation and as such the post holder will be expected to support and respect volunteers, and may be asked to work alongside or supervise a volunteer as part of their role whilst working at Marie Curie.
- Marie Curie operates a no-smoking policy. The post holder should either be a non-smoker or be prepared not to smoke in **any** Charity premises, grounds or vehicles or when on Marie Curie business outside the office.
- Adhere to all health and safety and fire regulations and to co-operate with the Charity in maintaining good standards of health and safety.
- Adhere to all Marie Curie policies and procedures at all times
- Actively promote and support the safeguarding of vulnerable adults, young people and children, observing and adhering to Marie Curie policies on safeguarding
- Uphold ethical and professional standards and not behave in a manner that is likely to bring the Charity into disrepute.
- Promote and sustain a responsible attitude towards equal opportunities and diversity within the Charity.
- Demonstrate a commitment to ongoing registration requirements or any national professional or occupational standards associated with the role.
- Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role.
- For designated roles, the post holder will be responsible for health & safety, business continuity planning and/or risk management. (These responsibilities will be notified on appointment).



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Person Specification

Criteria	Essential	Desirable
1. Skills/ Abilities	<p>Proven ability to plan and deliver strategic integrated marketing campaigns across channels to support corporate partnerships or commercial organisations.</p> <p>Excellent influencing and stakeholder management skills.</p> <p>Proven ability to work and communicate with a wide range of people at all levels in a diplomatic and tactful manner.</p> <p>Excellent verbal communication skills.</p> <p>Highly organised with the ability to prioritise and manage competing demands and pressures.</p> <p>Numeracy skills with the ability to draw insights from data.</p> <p>Strong analytical and problem-solving skills.</p> <p>Plan and deliver activity involving multiple stakeholders, taking into account different considerations and views and using strong judgement and initiative to problem solve as needed.</p> <p>Able to spot potential issues or reputational risks and confidently highlight where necessary.</p>	
2. Knowledge	<p>Best practice marketing, digital and PR principles.</p> <p>Good knowledge of UK media and PR tactics.</p> <p>Audience segmentation and marketing insights strategy (towards single customer/supporter view)</p>	<p>Knowledgeable about the charitable sector.</p>

	Demonstrate an understanding of both the financial and non-financial value that corporate partnerships can achieve, ideally through experience gained in charity partnerships or corporate social responsibility with a commercial organisation.	
3. Behaviours	<p>Highly competent networker.</p> <p>Excellent cross-department and function liaison skills with the ability to inspire, enthuse, influence and build successful and collaborative relationships at all levels.</p> <p>Able to flex communication content and style (written and presentation) as appropriate to the internal or external audience.</p> <p>Approach challenges in a calm and pragmatic way, with a solutions and growth mindset.</p> <p>Willing to undertake occasional travel within the UK.</p>	Passion for working with a national charity and understanding of the Marie Curie cause
4. Experience	<p>Developing and delivering multi-channel campaigns that meet agreed targets and outcomes.</p> <p>Strong expertise in reporting on metrics, insights and adapting plans in uncertain market conditions.</p> <p>Briefing in and managing projects across internal departments and external agencies including marketing agencies, PR agencies, media owners and suppliers.</p> <p>Relevant experience of using technical, market, consumer and audience insight as basis for marketing campaigns.</p> <p>Managing expectations of multiple stakeholders, pushing back where necessary.</p> <p>Delivering media coverage for corporate partnerships.</p>	<p>Marketing experience in a B2B environment.</p> <p>Brand partnerships</p> <p>Experience of working with celebrities for Marketing or promotional purposes.</p> <p>Sourcing and working with case studies from corporate partnerships.</p>
5. Professional ethics	<p>Ability to incorporate values and governance into daily activities.</p> <p>Committed to continued professional development.</p>	
6. Qualifications and training		Degree and / or professional marketing qualification.