



## Communications Manager

Recruitment Pack  
January 2023

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# Welcome



## Thank you for your interest in the role of Communications Manager.

Lymphoma Action is a national charity providing information and support to people affected by lymphoma, the fifth most common cancer in the UK. Our Communications Team performs a vital role in how that information and support is delivered, maximising the reach and impact of our messaging and growing engagement with our services and fundraising activities.

This is an exciting time to join the team as we invest in and develop our marketing, our fundraising and how we deliver services for the people that need us. You can read more about our long-term strategy and goals on our website: [www.lymphoma-action.org.uk/about-us](http://www.lymphoma-action.org.uk/about-us).

Reporting to the Director of Fundraising and Communications, this is a part-time, 12-month maternity cover role, tasked with developing and delivering marketing and communications activities across the Charity, building and strengthening the brand, promoting services and supporting income generation.

Whilst our head office is based in Aylesbury, we offer the flexibility of hybrid working, with many staff splitting their time between home and the office. We envision this postholder spending a minimum of one day per week in the office in order to develop relationships within the team and organisation.

You will be working alongside our Communications and Engagement Manager and our Social Media Manager, joining an organisation that prides itself on a collaborative, empowering and innovative culture. The Charity is open to considering either a fixed-term contract or a freelance arrangement for this role.

**Deborah Laing**  
Director of Fundraising and Communications  
Lymphoma Action

 [d.laing@lymphoma-action.org.uk](mailto:d.laing@lymphoma-action.org.uk)

*Further details about the role can be found in the Job Description and Person Specification.*



# Our Vision, Mission, Goals and Values

## Vision Statement

Everyone affected by lymphoma will receive the best possible support, treatment and care

## Mission Statement

Through information, education, support and influence, we will make sure no-one has to face their lymphoma alone

## Our 5 Strategic Goals

- ✔ Ensure that people understand lymphoma
- 👤 Enable people affected by lymphoma to feel supported by others who understand what they are going through
- 🤝 Empower people affected by lymphoma and their healthcare professionals to communicate with confidence
- 📣 Be a voice for people affected by lymphoma to influence the decisions that affect them
- 💬 Increase the impact of our work by making best use of our resources

## Our Values

- **Focused** – we are dedicated to the needs of those affected by lymphoma
- **Empowering** – we build confidence to make change happen
- **Trusted** – we use our expertise to deliver quality services
- **Innovative** – we look to a better future for people affected by lymphoma
- **Collaborative** – we are inclusive and value our partnerships



# Job Description and Person Specification

<b>Job title:</b>	Communications Manager
<b>Responsible to:</b>	Director of Fundraising and Communications
<b>Duration:</b>	Fixed-term maternity cover contract for 12 months
<b>Location:</b>	Flexible hybrid working
<b>Working hours:</b>	Part time – 21 hours per week
<b>Salary range:</b>	FTE circa £34,000 per annum (pro-rata for part-time hours)

## Purpose of the role

- To work with the Director of Fundraising and Communications to develop and deliver marketing and communications activities across the Charity – building and strengthening the brand, promoting services and supporting income generation.
- To be responsible for the management and ongoing strategic development of Lymphoma Action's email marketing programme – supporting stewardship, engagement and conversion.
- To lead and manage key organisational communications projects and campaigns, such as Blood Cancer Awareness Month.
- To act as a brand guardian, working with teams to ensure that all materials meet brand guidelines and use consistent/appropriate language, terminology, images and key messages.

## Key internal and external relationships

- Director of Fundraising and Communications
- Colleagues in the Communications team
- Fundraising, Services and Finance teams
- Chief Executive and SMT
- The Charity's donors and supporters
- Individuals with lymphoma, and their families, friends and carers
- Agencies and suppliers, including email service and CRM providers
- Other third-sector organisations, external consultants/agencies.

## Main duties

### Brand and marketing

- To work with and support the Director of Fundraising and Communications and the Communications and Engagement Manager with the development and implementation of the communications strategy, ensuring effective plans are developed to support all aspects of the Charity's work and that effective evaluation mechanisms are in place to measure success.

- To act as a brand guardian, working with teams to ensure that all materials meet brand guidelines and use consistent/appropriate language, terminology, images and key messages.
- To oversee the design, production and dissemination of marketing collateral and provide the final sign off on these materials.
- To support colleagues in their communication and marketing activities to optimise the user experience and ensure that all content reflects the needs of the users and the organisation, and is accurate, up-to-date, increases engagement, service uptake and income generation.
- To promote equality and diversity by ensuring that communications and marketing is accessible and representative of the diverse range of people affected by lymphoma.

### **Digital communications**

- To be responsible for the planning, development and delivery of Lymphoma Action's email marketing programme and to train staff in the use of the email marketing platform (DotDigital) as required.
- To lead on tracking and reporting of email performance, making recommendations to improve and driving innovation across this area of work.
- To support colleagues to produce engaging email and digital content, ensuring they have the skills and support needed to carry out digital tasks.
- To support the development of digital content and campaigns that drive engagement and conversion.
- To support the development of the Charity's website to increase engagement and meet organisational goals.

### **General**

- In conjunction with the Director of Fundraising and Communications, be responsible for setting, monitoring and forecasting expenditure budgets.
- To have input into Lymphoma Action's policies, strategies and business planning as part of the organisation's policy on inclusive and consultative practice.
- Keep up-to-date on best practice within the charity sector generally and particularly changes to communications and marketing innovation best practice in digital communications; and legislation and codes of practice.
- Provide regular information and reports to the Director of Fundraising and Communications, Chief Executive and Board of Trustees as required.
- Any other duties deemed appropriate by the Director of Fundraising and Communications, subject to time and commensurate with level of responsibility and salary.



**It is rewarding to have a positive impact on the lives of those affected by lymphoma.**

# Person Specification

## ***This is the selection criteria for the role.***

It is not expected that the successful candidate will necessarily have experience/competency in all the areas highlighted. Lymphoma Action is committed to helping individuals develop professionally and personally, and your application is encouraged.

### ***Experience and knowledge***

- Working experience that demonstrates expertise in digital marketing and communications.
- A proven track record of developing successful integrated marketing and communications campaigns and activities.
- Experience of creating successful email marketing campaigns using an email service provider.
- Knowledge of email and website analytics tools and how to assess performance and identify new opportunities.
- Experience of brand management, development and brand guardianship.
- Experience and understanding of web and digital publishing and content management systems.
- Experience of commissioning and managing external agencies, supplies and freelancers.
- Up-to-date with the latest trends and best practices in digital communications and charity marketing.

### ***Skills and abilities***

- Highly creative with experience in identifying target audiences and devising campaigns that engage, inform and motivate.
- Excellent and engaging writing skills, with an ability to produce high quality reports and analytics.
- Excellent IT skills, with a willingness to troubleshoot issues and learn new systems and processes.
- Excellent communication and interpersonal skills, with the ability to work collaboratively across teams at all levels.
- Ability to think and work strategically.
- Excellent project management skills, with the ability to prioritise tasks, manage workload under pressure and work to deadlines.
- Ability to understand and communicate complex health-related and medical issues and to adapt communications to different audiences.
- Ability to deal professionally and sympathetically with people affected by lymphoma.
- Knowledge of user centred approaches, audience journey mapping and data segmentation.

*\* The role includes some travel for the purpose of training and attending external meetings/events. Occasionally, there may be the need to work at weekends or out of hours, for which notice and time off in lieu will be given.*

# Values and Behaviours

Lymphoma Action works to a clear set of values in everything it does and this reflects the following behaviours we look for in all our staff.

## Focused

- You focus on goals and on the best outcomes for our beneficiaries
- You are strategic and make good decisions and don't just focus on short-term needs
- You work in a flexible way, responding to new insights that will help increase our impact

## Empowering

- You inspire people, celebrate success and acknowledge the efforts of others
- You support people to take on tasks and be confident in their decisions
- You respect the decisions of others and are resilient in the face of change

## Trusted

- You are empathetic and show compassion, but respect professional boundaries
- You do what you say you're going to do and take responsibility for your decisions
- You are open and honest with yourself and others

## Innovative

- You are curious, open to new ideas and don't miss opportunities
- You make time for reflection, creativity and learning and encourage others to do the same
- You are willing to try new things and you learn quickly from your experiences

## Collaborative

- You are inclusive, treat everyone as an equal and embrace diversity
- You listen well, communicate openly and share your skills and knowledge with others
- You believe in the value of relationships and understanding differing perspectives/feelings.





# Why work for Lymphoma Action?

- Our values and behaviours mean we have a great working culture that focuses on what we are here to do but also on being creative, supportive and having the right environment to be effective
- We are an established and successful national charity that supports our staff to work effectively and flexibly, whilst focusing also on their wellbeing.
- We have the infrastructure and processes to enable effective remote working and will provide you with the means to work from home.
- We offer a generous Employee Benefits package, which includes a comprehensive Employee Assistance Programme, leave enhancements above statutory requirements and a Life Assurance scheme.
- In addition to all UK public holidays, you will receive 25 days' annual leave, rising by one day for each year's service up to a maximum of 30 days (for full-time staff; pro rata for part-time staff).
- You will be auto-enrolled in the Charity's workplace pension scheme (unless you choose to opt out). Lymphoma Action will contribute a sum equal to 5% of your salary per annum and you are required to make a 3% minimum employee contribution in addition to the employer contribution. You may also make further or additional employee contributions.

## How to apply for this role

If you are interested in joining Lymphoma Action as our Communications Manager, please read the Job Description thoroughly, including the selection criteria listed in the Person Specification above.

- To apply, please submit your **CV and a Covering Letter**, which needs to evidence how you have gained the skills and experience we are looking for, as per the selection criteria. Applicants are shortlisted against how their Covering Letter meets the specific criteria in the Person Specification.
- We actively welcome applications that will help increase the diversity of our workforce, including from those with disabilities, from minority groups and from different backgrounds.
- If you have any queries about the application process, or if you'd like us to arrange an informal chat with the Director of Fundraising and Communications to discuss the role, please contact Non Kinchin-Smith, HR Officer, on  [jobs@lymphoma-action.org.uk](mailto:jobs@lymphoma-action.org.uk)
- Please email your CV and Covering Letter to  [jobs@lymphoma-action.org.uk](mailto:jobs@lymphoma-action.org.uk) in Word format, not pdf.

*We reserve the right to review applications and schedule interviews on an on-going basis, so early applications are encouraged.*

### The recruitment timetable

Closing date is 12 noon, Wednesday 8 February 2023

Interviews will be held on Wednesday 15 February 2023  
at head office, Aylesbury, Buckinghamshire



## What is lymphoma?

Lymphoma is a cancer of the lymphatic system, which is part of the immune system. It is the fifth most common cancer in the UK with more than 20,000 people diagnosed every year, including diagnoses of chronic lymphocytic leukaemia (CLL) (which is a form of lymphoma, despite its name).

While the majority of people diagnosed with lymphoma will be over the age of 55, lymphoma is also the most prevalent cancer among teenagers and young adults aged under 30. Approximately 125,000 people are living with lymphoma and CLL in the UK.

Lymphoma is classed as a blood cancer and as such, people with lymphoma, were classified as 'extremely vulnerable' to COVID-19 at the outset of the Coronavirus pandemic. Our role throughout the pandemic has been to support people as much as possible, providing them with emotional support, high quality information on COVID-19 and practical support to reduce anxiety and concern.

**For our recent achievements please read our 2021 annual report and accounts on our website.**

Our services and activities can be broadly grouped as follows:

- **Information and publishing** – including high-quality information leaflets and publications (including *Lymphoma Matters* magazine), supplemented by a programme of webinars, podcasts and videos.
- **Lymphoma TrialsLink** – an online clinical trials database and information service.
- **Helpline** – open five days a week and providing much-needed emotional support. We receive circa 2,000 enquiries a year via telephone, email and live chat service on our website.
- **Peer support** – we operate a network of (now) online support meetings and topic specific meetings across the UK. We also run a closed Facebook group with circa 3,000 members.
- **Buddy Service** – we have a team of trained buddies whom we link with people who need additional support or who want to speak with someone who has shared similar experiences.
- **Live Your Life** – our award-winning survivorship and education programme, which we are currently running in digital format.
- **Events** – traditionally we run national and regional events for people affected by lymphoma although these were run digitally during the pandemic and are just beginning to go back to face-to-face.
- **Healthcare education and training** – we run online training events and conferences for, and provide information to, healthcare practitioners working in the field of lymphoma. This includes GPs, nurses, specialist trainees and consultants.
- **Website** – [www.lymphoma-action.org.uk](http://www.lymphoma-action.org.uk) offering a range of information and support with over 2 million visitors a year.

To find out more about Lymphoma Action and our work, please visit our website:

 [www.lymphoma-action.org.uk/about-us](http://www.lymphoma-action.org.uk/about-us)

## How we work

The Charity's work and strategic objectives are overseen by the Board of Trustees, which meets four times a year, with the day-to-day operation of the organisation led by **Ropinder Gill, Chief Executive**, and a Senior Management Team comprising:

- **Dallas Pounds, Director of Services**
- **Jim Howson, Director of Finance**
- **Deborah Laing, Director of Fundraising and Communications**

An Operational Managers Group also works across the organisation, to support the implementation of strategy, development of operational plans and internal communications. The group is made up of representatives from publications, volunteering, communications, education and support services and fundraising.

Financially, we are dependent on our fundraising work. Whereas our income pre-pandemic was circa £1.8m, we raised over £3m in 2021 (due to a windfall legacy) and over £2m in 2022.

To find out more about what Lymphoma Action does,  
please have a look at our website:

**[www.lymphoma-action.org.uk/about-us](http://www.lymphoma-action.org.uk/about-us)**

For our recent achievements, please read our  
**2021 annual report and accounts.**

**Thank you for your interest in this role.**

Lymphoma Action is a charity registered in England and Wales (1068395) Scotland (SC04850).

Registered address: Unit 3, Bell Business Park, Smeaton Close, Aylesbury, Bucks HP19 8JR.

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