

Marketing & Engagement Manager

KEY DETAILS

Job Title:	Marketing and Engagement Manager
Location:	Currently working from home. Should be mainly office based when circumstances allow. Findacure Office, 66 Devonshire Road, Cambridge, CB1 2BL
Responsible to:	Head of Operations
Hours:	Part-time (30 hours per week minimum) or Full-time (37.5 hours per week)
Salary:	£24,000 to £27,000 pro rata (dependent on experience)

BACKGROUND

Findacure is a UK charity that is revolutionising the world's understanding of rare diseases. We wish to build a world in which all rare diseases have treatments – made together with patients, for patients. Findacure positively **transforms the lives** of people affected by rare diseases and **accelerates change** in the field by:

- Working directly with disease-specific **patient groups** to **empower** them, professionalising their work and increasing their chances of success: building organisational and campaigning skills, enhancing confidence to promote their expertise, and helping them support patients.
- Building a rare disease community** that supports, informs, and collaborates for the betterment of all people affected by a rare condition.

OVERVIEW OF THE ROLE

The continued growth of Findacure as an organisation depends upon successfully reaching more beneficiaries and supporters. You will be responsible for building Findacure's profile both with our beneficiaries and the wider life sciences community and increasing their engagement with us. This role is ideal for someone possessing marketing or communications experience, enabling them to demonstrate their ability to develop and implement a unified strategy for a small but driven organisation.

You will deliver our day-to-day communications, running our social media, coordinating our promotional campaigns, and maintaining our online presence. You will develop new digital media to share online, and support in the production of print materials to promote our work. As you grow in the role, you will support the CEO as Findacure's spokesperson, both by speaking at internal and external events, and increasing our engagement with traditional media.

You will be expected to be an excellent storyteller with drive and curiosity, trusted to tell the personal stories of rare disease patients and strengthen the charity's brand. You will be well organised, able to work in a sensitive and confidential manner, self-motivated, and an excellent team player who contributes to all aspects of Findacure.

MAIN DUTIES AND RESPONSIBILITIES

- Leading the delivery and development of Findacure's external communications including:
 - Managing our social media content, building our following and increasing engagement, primarily through Twitter, Facebook, LinkedIn, YouTube and Instagram.
 - Coordinating promotional campaigns for our events, projects and appeals.
 - Overseeing the Findacure website, along with our weekly blogs and news stories.
 - Preparing and writing our monthly newsletter.
 - Supporting the Findacure team with direct mailings and outreach.
- Refining and implementing our marketing and communications strategy, in particular:
 - Increasing our visibility within the UK healthcare system.

Marketing & Engagement Manager

- Increasing the use of patient stories to define our work and purpose.
- Developing online graphics and print materials for our promotional campaigns.
- Guiding how we communicate and reach out to diverse stakeholders.
- 📱 Running the social media streams for a new rare disease clinical trial, MCDS-Therapy, helping to build and engage a community around this trial.
- 📱 Developing a network of press contacts and writing press releases.

BENEFITS

- 📱 5% Pension contribution.
- 📱 25 days holiday plus 8 bank holiday days.
- 📱 On-job-training and external training provision - including support from Findacure trustees with experience running an international branding consultancy and communications agency.
- 📱 Valuable experience working in the charity/health sector, and the opportunity to shape the organisation's strategy and approach.
- 📱 Frequent opportunities to meet with beneficiaries and supporters.

PERSONAL SPECIFICATION

This is role suitable for an individual with some professional experience in communications and/or marketing. We are open to applicants with a range of experience and working requirements.

Essential

- 📱 Social media expertise with extensive experience of Twitter, Facebook, Instagram and LinkedIn.
- 📱 Digitally confident and creative in delivering and developing media content.
- 📱 Excellent command of both written and spoken English with strong presentation and persuasion skills.
- 📱 Experience of communicating and engaging with a range of audiences through varied media such as. video, audio, press, social media and images.
- 📱 Drive, determination and self-motivation. Takes pride in work, with a positive outlook.
- 📱 Exceptional organisational skills, with experience of managing and prioritizing multiple tasks.
- 📱 Excellent interpersonal and team working skills, as well as an ability to work independently.
- 📱 Understanding of, and commitment to, the objectives of Findacure.

Desirable

- 📱 Experience of developing digital and print content using design software (Photoshop, Publisher or similar).
- 📱 Experience of generating and steering media interest in a story.
- 📱 Experience of working with traditional media (working with journalists, writing press releases, radio).
- 📱 Experience of creating and editing video content.
- 📱 Experience in oral presentation.
- 📱 An understanding of the UK healthcare system.
- 📱 Experience managing Google Adwords.

Please email an up to date CV and covering letter to Dr Rick Thompson (CEO) and Mary Rose Roberts (Head of Operations) on info@findacure.org.uk by 9am on the 26th May, outlining your relevant skills and experience, relating to the listed responsibilities and personal specification. We welcome enquiries about the role to the same email address. Shortlisted candidates will be contacted for interviews with the aim of the successful candidate starting in late June or early July.