



CHILD GROWTH FOUNDATION

Founded in 1977, the Child Growth Foundation (CGF) is the leading UK charity focusing on the support and management of rare growth conditions affecting children and adults.

JOB VACANCY: OPERATIONS, MARKETING & COMMUNICATIONS MANAGER

Job Title	Operations, Marketing & Communications Manager		
Full-time	Full-time (37.5 hrs / week)	Appointment period	Permanent
Reports to	Chair / Board of Trustees	Place of work	Remote based
Salary	£40,000per annum		

Job Purpose and Aim

The Operations, Marketing & Communication Manager will play a key role in the day-to-day operations and management of the CGF, with overarching responsibility for the charity's marketing and PR activities, and its communications with members, medical professionals, and media. The core purpose of the role is to drive awareness of, and support for, the CGF's mission to improve the detection, treatment, and management of diverse growth conditions in children – as well as providing support and information for their families – through strategic creative campaigns and ongoing network outreach.

The aim of the role will be to consolidate and raise the profile and visibility of the CGF and position it as the leading UK authority and thought leader on conditions affecting child growth.

Main Duties and Responsibilities of the Role

This is a varied, creative, and hands-on role that is instrumental to the CGF's continuing success, and which will offer the right candidate a diverse and rewarding day-to-day workload.

Operations and HR

- Manage and co-ordinate the administration of the charity's operations
- Take overall responsibility for ensuring healthy funding for CGF operations and activities, and efficient budgetary control
- Manage and contribute to the work of the other 2-3 part-time staff members, including management of appraisal review and objective setting
- Work closely with the Chair of Trustees to build and develop operational capabilities of the charity in line with the strategic plan
- Develop and maintain necessary risk assessments, registers, and mitigation plans
- Identify opportunities to streamline the charity's business processes and systems
- Define performance management KPIs to monitor operational success against objectives, and report operation activities and performance to the Trustees



- Recruit, manage, train, and support any communications assistant, freelance social media executive or other third-party agency that may be recruited in the future

Project Management

- Develop and ensure implementation of effective marketing plans to achieve agreed strategic goals
- Lead and manage the creation of compelling marketing messages and content for both print and digital
- Regularly review all CGF printed materials to identify any gaps, and ensure are up to date and in line with overall communication plan
- Lead on the development, and secure funding, for campaigns and materials to promote the earlier detection and optimum treatment for growth conditions
- Co-ordinate, write, edit, design, and publish content for a range of communication channels (website, social media, newsletters, press releases)
- Manage the CGF's social media platforms, including condition-specific Facebook groups, Twitter and Instagram. Develop and schedule regular and compelling content that builds and engages followers
- Employ analytics to inform and develop social-media strategy, and make recommendations for new digital approaches, as appropriate
- Bolster and support fundraising efforts by developing fundraising campaigns and materials
- Build and strengthen relationships with CGF members, medical professionals and organisations, pharmaceutical companies, and other third-party stakeholders
- Identify PR opportunities to promote the Child Growth Foundation
- Organise the CGF annual convention

Governance

- Ensure compliance to regulatory frameworks, UK charity law, best practice, including reporting requirements for Charity Commission (e.g., overseeing Annual Report and Financial Statement preparation), Companies House and other authorities
- Arrange and participate in Trustee meetings
- Oversee preparation of management accounts for Trustee meetings and all legally required submissions
- Delegate responsibility for leading and monitoring the implementation of the charity's safeguarding policies

Experience	<ul style="list-style-type: none">• 5 years + experience in a marketing-communications role, preferably with experience in the charitable sector and at senior management level• Experience of leading a team and co-ordinating complex projects• Experience in developing effective social-media content for a charity or commercial brand
Knowledge, skills, and abilities	<ul style="list-style-type: none">• Highly organised, systems-orientated approach, and the initiative to operate independently



	<ul style="list-style-type: none">• Marketing insight• Copywriting skills• Understanding of PR• Good understanding of analytics• Graphic design and video editing• Excellent communications skills, and the ability to adapt to a range of audiences• Advanced Microsoft Office (Powerpoint, Excel etc.)• Exceptional organisational skills• Strong team working ethic• Personal presence and strength of character to fulfil the role of a senior ambassador for the charity
Attitude & Disposition	Dynamic, energetic, and driven but must also be empathetic and approachable

Application

Please send a CV and cover letter to jeff.bolton@childgrowthfoundation.org by 11th September 2022