



Head of Communications and Campaigns

Information for applicants

July 2024

Job Description

JOB TITLE	Head of Communications and Campaigns
JOB PROFILE	To develop and lead the delivery of the Miscarriage Association's Communications plans in support of our vision and strategy.
LOCATION	Wakefield, West Yorkshire. Hybrid working is available.
CONTRACT	Permanent, 30-37 hours. Compressed, condensed or school hours will be considered. Please detail any flexible working requests in your application.
SALARY	£44,000 to £47,000 depending on experience.
RESPONSIBLE TO	Chief Executive, Board of Trustees.
DIRECT REPORTS	Senior Communications Officer, Digital Marketing Officer.

Who we are

The Miscarriage Association (MA) is a national charity dedicated to providing support and information to anyone affected by the loss of a baby in pregnancy. We also raise awareness of the impact of loss, advocate for those affected and challenge the taboos that can make miscarriage a lonely as well as distressing experience.

We do this by offering staffed support services (telephone helpline, live chat, email and DM), a network of peer support groups, a comprehensive website and a range of highly regarded patient leaflets. We also provide training and resources for health professionals and employers, contribute to research and ensure the patient voice is heard by policy and decision-makers.

We are about to begin a new chapter in our 40-year history, with ambitious plans to ensure our trusted services and support reaches even more people affected by this often-heartbreaking experience.

About this role

We are looking for a senior campaigns, media and PR specialist to lead our recently expanded communications team to deliver a compelling and influential comms and campaigns strategy.

You will be responsible for the strategic development and operational delivery of all our campaigns and external communications, finding creative ways to build our brand, increase understanding of pregnancy loss and grow our income. You will manage relationships with the media and lead on securing coverage across online and offline channels, through, for example, press releases, human interest stories, case studies and position statements.

Acting as a key ambassador for the MA, you will also support the CEO to develop and maintain strong relationships with, and represent the charity to, a diverse range of stakeholders. You will also work alongside the CEO, Head of Operations and Service Delivery and other key personnel to contribute to the charity's strategic vision and plans and help to translate these into communications activities and KPIs.

Duties and Responsibilities

Strategic leadership and impact

- Work closely with the Chief Executive and Head of Operations and Service Delivery to inform and shape our overall strategy and operational plans, taking an active part in the management and direction of the MA.
- Develop and maintain a Strategic Communications Plan, working with the team to communicate a clear and consistent vision and strategy for communications and campaigns.

Communications and campaigns

- Work with the Senior Communications Officer and Digital Marketing Officer to develop and deliver campaigns which raise our profile, promote our programme delivery, and support changes in policy and practice (eg. the MA's Pregnancy Loss Pledge campaign).
- Lead on a brand review, then work with the Digital Marketing Officer and Senior Communications Officer to embed the new brand to maximise opportunities to raise awareness and create a greater understanding of miscarriage and our work.
- Oversee the creation of compelling and impactful proactive and reactive messaging and the management of our online and off-line channels (social, web, email, press, events etc)
- Contribute to written content (articles, reports etc) providing editorial where required.
- Work with the Fundraising Manager and Digital Marketing Officer to deliver creative campaigns that support the development of sustainable income streams working with existing partners and targeting new prospects.
- Develop a framework to evaluate the effectiveness of our communications work.

Media and PR

- Ensure our media relations are effective, planning to maximise opportunities and manage key issues and risks.
- Draft press releases, reactive lines and position statements, manage media requests, the updating of media lists and provision of media monitoring.
- Work with the Senior Communications Officer to create case studies and human-interest stories to pitch to the media and use in awareness and fundraising campaigns.
- Keep abreast of coverage and trends related to pregnancy loss stories and issues in the media and advise on where the Miscarriage Association can add value.
- Support the Chief Executive in their role as key media spokesperson and guide any beneficiaries or volunteers who choose to share their stories.
- Manage relationships with journalists including broadcast, print and online.
- Work closely with the Senior Communications Officer to ensure the voice of people affected by pregnancy loss is strongly (but sensitively) represented in communications.

Stakeholder engagement and partnerships

- Working with the Chief Executive and Head of Operations and Service Delivery, ensure that we continue to strengthen relationships with sector stakeholders and political decision makers and build new partnerships that help to increase our presence and influence
- Represent the MA at events and in groups, coalitions and collaborations where appropriate

Team development and management

- Lead the Communications and Campaigns team, ensuring the delivery of agreed outcomes.
- Manage the team's resources, ensuring they are deployed efficiently and effectively

Other

- Deputise for the CEO where necessary.
- Provide reports for, and contribute to, Board of Trustee meetings where appropriate.
- Undertake any other reasonable tasks as commensurate with the role.

Person specification

Experience	Essential	Desirable
Experience in a senior leadership role, leading communications and campaigns in an organisation with a wide range of audiences and stakeholders	x	
Experience of leadership in a charity, third or public sector organisation		x
Evidence of design and development of communications strategies/plans, setting objectives and monitoring delivery	x	
Experience of delivering proactive media coverage/PR and pitching to journalists	x	
Proven record of the design and delivery of campaigns which create awareness, engage the wider public and/or strive to change policy	x	
Knowledge/Skills	Essential	Desirable
Ability to provide vision and strategic direction to the Communications and Campaigns team	x	
Ability to analyse complex situations and make appropriate strategic decisions	x	
Ability to communicate clearly and concisely (orally and in writing) to a wide variety of stakeholders including the media, policy makers, partner organisations and supporters	x	
Ability to lead, inspire, motivate and develop staff at all levels	x	
Ability to collaborate and work in partnership with organisations within and outside the pregnancy and baby loss sector	x	
Knowledge of the pregnancy loss policy landscape		x
Qualities	Essential	Desirable
Ability to work with a small group of staff in a collaborative way to set goals and make decisions that enhance organisational effectiveness	x	
Able to multi-task and quickly respond to opportunities or changing priorities	x	
Ability to work independently - to set priorities, develop a work schedule and monitor progress towards goals	x	
Ability to respect confidential information and communicate sensitively with and about vulnerable beneficiaries	x	
Other	Essential	Desirable
Willingness to work occasional evenings and weekends	x	
Ability to travel to occasional meetings or events across the UK	x	
Willingness to undertake own administration	x	
High level of IT competence, especially Microsoft Office programmes	x	
The legal right to work in the UK	x	

Additional benefits

- 26 days' annual leave, rising to 30 days with service, plus (usually) 8 bank holidays.
- Employer's pension scheme with 8% gross salary contribution.
- Access to an Employee Assistance Programme (EAP).

How to apply

Please submit your CV, together with a supporting statement that demonstrates how you meet the criteria in the person specification to vicki@miscarriageassociation.org.uk no later than 9am on Monday 22nd July. Please mark your email 'Head of Communications and Campaigns application'.

Please also include links to previous campaign work and/or media coverage you have achieved. If you would like an informal conversation about the role before applying, you can also get in touch with Vicki Robinson at the above email address. Equally, if you need this information in another format or have accessibility requirements, please let us know.

Interviews will take place on July 30th. Those invited to attend will be asked to prepare a short task. If you wish to be considered for this role but are unable to make this interview date, please get in touch and we will try to make alternative arrangements.

We regret that due to limited staff resources we are unable to provide unsuccessful candidates with feedback about their applications.

We will not be accepting applications via recruitment agencies for this role.