Recruitment pack
Head of Marketing
February 2021
Together, for every baby
Hi,

Are you someone with a passion to change the world? Do you think it’s unacceptable that 1 in 4 families endure the heartbreak of losing a baby? Do you want to save babies’ lives and give children the best start in life? If so, you may well fit right in!

There are 250,000+ reasons why Tommy’s is important. That’s the number of little lives lost through miscarriage, stillbirth and premature birth every year in the UK. We think that’s unacceptable.

Our mission is to halve this number by 2030, and we’re well on our way to achieving this. We’re doing so by funding medical research to discover new treatments and implementing best practice around the NHS whilst empowering families with evidence-based pregnancy information.

For everyone here it’s more than just a job. We all truly want the same thing: a world where pregnancy and birth is safe for everyone and babies have the healthy start they deserve. That’s why Tommy’s work is focused on reaching the most vulnerable women, and women who are at the highest risk of pregnancy complications and baby loss. This is predominately Black women, Asian women, women from other minority ethnic groups, women with underlying medical conditions and those who are the most socially disadvantaged in our society.

We want to make the UK the safest place in the world to give birth. But we can only do this by eliminating health inequalities in maternity care. Losing a baby in 2020 shouldn’t be determined by where you live or by the colour of your skin.

How do we do this? Tommy’s is a medium-sized charity but we think and deliver big. We are focused and professional in meeting our goals, but it’s important to me that everyone maintains a healthy work-life balance and feels well looked after. The wellbeing and personal development of our colleagues is a priority for me and for the senior management team.

But don’t just take my word for it. In our annual staff survey (completed by 88% of employees in 2019) 85% or more of our people say their director provides good leadership, their department operates with integrity, the facilities meet their needs, and their line manager recognises when they do a good job.

I hope you will consider applying and joining the Tommy’s family.

Jane Brewin, CEO
A bit about Tommy's

Tommy's was founded in 1992 ago by two obstetricians at St Thomas’ Hospital, frustrated that they couldn’t answer that simple question asked by too many parents: ‘Why did my baby die?’

We are the largest charity funding research into the causes of miscarriage, stillbirth and premature birth. We also provide information for parents-to-be to help them have a healthy pregnancy and baby.

**Miscarriage and stillbirth should not be seen as 'bad luck'**

Parents who suffer from miscarriage, stillbirth or premature birth may have heard one or more of the following common phrases:

‘It’s one of those things’
‘It’s nature’s way’
‘You’ve just been unlucky’

Would this be an acceptable thing to say to someone who has cancer or Alzheimer’s? We think not – so why do we say these things in pregnancy?

We are supported by people who refuse to accept that a baby's death is just 'one of those things'. The people who support us want to do something about the lack of research and information around pregnancy issues. Like us, they believe every parent has the right to a healthy pregnancy and baby.

**Our research saves lives**

We fund five research centres in the UK that investigate causes and find treatments for miscarriage, stillbirth and premature birth.

Our research centres also have clinics where we provide specialised antenatal care for women who are at high risk of having miscarriage, stillbirth and premature birth. They also have an opportunity to be part of our research through taking part in trials for pioneering new treatments.

They are under the care of a team of people who have a huge amount of knowledge, experience and understanding of the psychological effects of pregnancy loss.

Together with our teams of scientists and clinicians, they are helping us provide the evidence that will make antenatal care better for all.

**We support parents-to-be**

We feel it's important to provide free, accurate and up-to-date information for medical professionals and parents-to-be around healthy pregnancy. We do this through our PregnancyHub.
Mission and impacts

Our mission is to halve the number of babies that die in pregnancy or birth by 2030, and to reduce the number of babies born prematurely. We believe we’ve got the formula right for achieving this, because of the positive impact we’ve had to date:

- **50%** Stillbirth rates have halved in the UK since 2000
- **90%** We can now spot who is at risk and we have pioneered predictive tests and treatments to improve outcomes
- **100%** of women attending a Tommy’s pre-term birth clinic take home a full-term, healthy baby
- **100%** of parents attending a specialist Tommy’s clinic for parents who’ve experienced stillbirth take home a healthy baby

- Our pregnancy information services reach 70% of all pregnant women
- Our campaigns are reaching millions and prompting behaviour change that is saving lives
- Tools and guidelines created by Tommy’s have been taken up by the NHS and midwives UK-wide

Future plans

Our biggest strategic objectives are:

- To select a new Tommy’s national research centre which will focus on preterm birth and diabetes and bring the UK’s experts together to drive faster progress to improve pregnancy outcomes
- To build capacity and expertise in clinical research by investing in higher-value fellowships in order to answer the biggest questions in obstetric care
- To drive national policy to reduce inequalities in care and pregnancy outcomes
- To reach 100% of all pregnant women with our PregnancyHub

What’s more, we want to better support partners, reach more men, tackle pre-conception health, drive more behaviour change to make pregnancy safer, continue to break the silence around baby loss and so much more!
An overview of the full range of contractual and non-contractual benefits Tommy’s employees can get.

- **25 days of paid annual leave**, increasing by 1 day a year up to 30 days after you have been with us for five years. Paid bank and public holidays on top.

- **Buy up to 5 extra days of leave**, and spread the cost over the whole calendar year if you want. No qualifying period – you can start this from Day 1.

- **6 ‘flex’ hours to use each month** to suit your lifestyle. Come in late, leave early or extend the weekend to suit your lifestyle – just make up the working hours within the fortnight.

- **No long-hours culture.** Tommy’s employees work hard within their contractual hours, but we strongly discourage late working. We value the quality and efficiency of your work – not the length of time you put in.

- Have a proper lunch break! We insist our employees have their lunch away from their desks, so you should always get a proper break. No one should work through their lunch at Tommy’s.

- And ‘health breaks’– have a long lunch (1½ hours), and just make up the time on the day. No special arrangements to make.

- Recognition of private time and space for prayer / religious observation - just speak to your manager.

- **Two weeks’ fully paid Sabbatical** after 5 years’ completed service

- Social committee. Breakfast club, book club, karaoke, cinema, or just a good meal out: all suggestions are welcome and everyone is invited to join in.

- **Be part of some of the greatest mass-sporting events in the UK** – our wonderful supporters run in the London Marathon and take part in Tommy’s ground-breaking London Landmarks Half-Marathon, as well as many other community events across the country. As a Tommy’s employee you’ll get to join in the fun and make sure our supporters have the best possible experience – and of course get
Time Off in Lieu (TOIL) for the time you put in.

- Keep your work and home life separate. We like our employees to enjoy their personal life as well as their working life. No-one is expected to address work matters outside of working hours unless it’s a pre-arranged event.

- Career-development. All our employees are encouraged to join in career-development discussions. As Tommy’s goes from strength to strength, we want to know how you would like your career to grow with us. A quarter of our employees have been with Tommy’s for four years or more.

- Season-ticket loan scheme – or use the loan to buy a bike. Spread the cost of your purchase with an interest-free loan from Tommy’s, after your probationary period is completed.

- **Free eye tests** – get your sight tested and Tommy’s will refund the cost of the test. And there’s a £50 contribution from Tommy’s if you are prescribed glasses for computer work.

- **Company sick pay.** We have a great attendance rate at Tommy’s, but if you’re sick after your probationary period you can qualify for up to 20 days’ full pay.

- **Enhanced maternity pay.** No surprise here – babies are close to our hearts!

- Pension scheme. You’ll be enrolled within 3 months of your start date: stay in the scheme if you wish, or opt out if you prefer. Contribution rate is 4% employer/4% employee.

- Centrally located, attractive offices – with a wide range of shops, cafes and bars right on the doorstep.

- Tommy's laptop and a mix of home and office working, depending on your role.

- **Brilliant people doing their jobs well!** This is who we are: come and talk to us!
At Tommy’s, we know how important it is to recognise and value differences in our employee team. That’s how we can build a passionate, effective workforce who are all driving together to meet our vision to halve the number of babies who die during pregnancy and birth by 2030.

We are committed to making our organisation a place where everyone is treated fairly, has the same opportunities, is supported to achieve their very best and feels welcome, included and part of the Tommy's team.

Our Equality, Diversity and Inclusion group is at the heart of our workplace and strives to make Tommy’s an organisation whose work and culture reflect the families that we work with, our supporters and the baby loss community as a whole.

We strive to create an inclusive culture where people feel valued, involved and appreciated, with a sense of belonging regardless of their differences. We aspire to achieve this by learning from peoples' lived experience, listening to their views, adjusting how we interact with our staff and reviewing processes, training and policies to ensure they align with our goal of being a diverse and inclusive employer.

**Our vision**

*Tommy’s is here for every baby, parent and parent-to-be. Whoever you are or wherever you live, everyone should be able to have a healthy pregnancy and baby and we want to bring about change so fewer babies die during pregnancy and birth. Black women, Asian women and women from other diverse ethnic groups are currently the most vulnerable and high-risk when it comes to pregnancy outcomes.*

*Workplaces that welcome parents and pregnant people and are diverse in age, ethnicity, gender identity, marital or civil partnership status, race, religion and belief, sexual orientation, physical or mental abilities are better and more innovative organisations and more representative of those we seek to help.*

*Tommy’s embraces and harnesses the talents, skills and experiences of everyone who wants to help us in our mission to make pregnancy and birth safer for all. We are determined to be an organisation that truly values what all people can contribute to our cause and passionate about helping everyone who needs our advice and support.*

Our recruitment process could involve one or more interviews; a written or oral assessment; and the online completion of psychometric questionnaires. If you are invited to an interview and you have a disability or condition which could impact on your ability to participate in Tommy’s recruitment process, please let us know before your interview by emailing the Manager who is recruiting for this position.

We will be very pleased to make any reasonable adjustments to our recruitment process that are necessary to accommodate any long-term medical condition or disability you have. If you share such information with us, we will keep it confidentially, and we will only use it to make sure that we fulfil our employer responsibilities towards you.

We will only keep it for as long as we need to, and we will
destroy it confidentially by shredding.
## Role details

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<thead>
<tr>
<th>Place of work</th>
<th>Nicolas House, 3 Laurence Pountney Hill, London, EC4R 0BB</th>
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<tbody>
<tr>
<td>Salary</td>
<td>£45,000-£50,000 dependent on experience</td>
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<tr>
<td>Contract type</td>
<td>Permanent</td>
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<tr>
<td>Reports to</td>
<td>Marketing Director</td>
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<td>Direct reports</td>
<td>Marketing Manager, Stories &amp; Content Officer, Creative Designer</td>
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<td>Department</td>
<td>Head of Digital Engagement, Senior Digital Producer, Digital Producer, Media &amp; PR Manager, Marketing &amp; Communications Assistant, Head of Projects</td>
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<td>Hours</td>
<td>Monday to Friday, 9:00am to 5:00pm</td>
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<td>Scope</td>
<td>Senior role working across Tommy’s charitable activity and brand marketing – including research, baby loss and fundraising communications.</td>
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Team description

The marketing team is tasked with increasing awareness and familiarity of Tommy’s amongst our target audiences, positioning Tommy’s as the leading charity supporting families throughout their pregnancy journey.

We believe every baby lost is one too many. That’s why we fund vital research into the causes and prevention of pregnancy complications, and work to reach every pregnant woman in the UK with expert and evidence-based pregnancy information to help them have a safe and healthy pregnancy.

In fact, our mission is to halve the number of babies that die during pregnancy or birth by 2030. In doing so, we want to make the UK the safest place in the world to give birth. In order to help achieve this, our fundraising team is embarking on an ambitious growth strategy to raise £12m per annum by 2023. Our marketing team is working closely with them to achieve this target.

We already achieve incredible results, and now we need someone who can strengthen and lead our team to engage our audiences, help produce outstanding campaigns and content, and help us build an informed and committed supporter base.

Job purpose

Lead the marketing team to increase awareness and familiarity of Tommy’s amongst our target audience, to position Tommy’s as a leading voice on stillbirth, miscarriage and premature birth, and to support on income generation to fund our work.

Key responsibilities

The key objectives of this role are to:

- Drive a strategic approach to marketing that increases awareness and familiarity of Tommy’s amongst our target audiences
- Understand key audiences and deliver solutions to cement Tommy’s position as the leading research charity for stillbirth, miscarriage, premature birth and pregnancy information
- Lead the marketing team to deliver integrated brand campaigns which promote Tommy’s research and information
- Deliver campaigns that resonate with the public and encourage them to become supporters

Measures

- Awareness of Tommy’s amongst target audience as measured by Tommy’s brand tracking and analytics dashboards
- Delivery against KPIs
- Delivery of agreed programme of activities within specified timescale
- Delivery against digital income and engagement targets
**Key tasks**

**Strategic marketing**
- Manage the Tommy’s annual public engagement calendar, alongside the Head of Digital Engagement
- Manage Tommy’s content marketing strategy and ensure team activity clearly supports its objectives
- Manage reporting and analytics on all marketing activities
- Oversee Tommy’s organic social media and influencer marketing strategies
- Oversee the delivery of the Marketing team’s annual work plan and to negotiate with other teams around Tommy’s over access to marketing resource
- Identify new marketing opportunities
- Liaise at all levels of the organisation for marketing strategy, expertise and support

**Brand**
- Ensure all activity is within Tommy’s brand guidelines
- Manage the Tommy’s communications toolkit and audit ongoing activity to ensure it fits within the organisational tone of voice

**Content**
- Ensure all content is framed within Tommy’s charitable priorities and tone of voice, and reflects content strategy objectives
- Editorial control of all marketing content
- Oversee Tommy’s charity and brand website areas, working with the Senior Digital Product Manager on a continued programme of optimisation
- Work closely with the Head of Digital Engagement on Tommy’s email marketing strategy and content

**Agency management**
- Work with Mindshare to best leverage their resources and hit our pro-bono media target
- Hold key relationships with external agencies to ensure relationships remain positive and constructive

**Campaigns**
- Provide creative leadership in the development of campaign marcomms plans, ensuring all staff and agencies are working to clear briefs
- Deliver brand awareness campaigns that have cut-through with our target audiences

**Fundraising marketing**
- Support the digital engagement team to deliver 4x successful digital fundraising campaigns per year
- Support the Community Fundraising team to deliver income generating activities by lending marketing expertise and insight to their plans
- Support the Corporate Partnerships team to deliver cause related marketing partnerships
• Working with the digital engagement team, support ongoing improvements to supporter online journeys to maximise engagement and return on investment
• Lend marketing expertise and insight to supporter acquisition campaigns

Other tasks
• Support the Marketing Director with reporting and analytics at senior level and to trustees
• Support innovation and joint working between fundraising and marketing
• Anything else which might reasonably be asked, including volunteering at events.
## Person specification

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<th>Qualifications:</th>
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<tr>
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<td>- Degree or postgraduate qualification</td>
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<td>- Professional qualification in marcomms</td>
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<td>- Management qualification / training course</td>
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<th>Experience:</th>
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<td></td>
<td>- Managing multiple complex projects</td>
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<td>- Managing multidisciplinary teams</td>
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<td>- Experience of building and managing partnerships</td>
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<td>- Delivery against budgets</td>
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<td>- Delivery against income targets</td>
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<td>- Setting up brand and awareness metrics</td>
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<th>Qualities, Skills &amp; Knowledge:</th>
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<td></td>
<td>- Expert knowledge of marketing functions, best practice and key trends, from across the charity sector and beyond</td>
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<td>- Excellent communicator</td>
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<td>- Project management</td>
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<td>- Influencing skills, must be able to manage senior stakeholders</td>
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<td>- Autonomous working, must be able to take ownership and accountability for delivery</td>
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<td>- Great relationship builder, must be able to build trust and credibility with partners and within the organisation</td>
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<td>- Understanding on how to leverage marketing activity to support fundraising</td>
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<td>- Ideation – creative thinker</td>
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<td>- Innovation experience</td>
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<td>- Management of departmental budgets</td>
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<td>- Digital marketing strategy</td>
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<td>- Digital engagement strategy</td>
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<td></td>
<td>Fluent in English for business</td>
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Data protection

Tommy’s collects information about its job applicants, employees and others. Such information is collected and used fairly, stored safely, not disclosed unlawfully and destroyed when it is no longer required.

A copy of Tommy’s Employee Data Protection and Privacy Policy, including Retention of Employee Records, is available on request from Tommy’s Data Protection Officer.

Find out more
tommys.org
020 7398 3400
mailbox@tommys.org

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3 Laurence Pountney Hill
London EC4R 0BB