

Recruitment Pack

**Marketing and Communications Manager**

June 2021

**Tommy's**

Together, for every baby

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## Welcome from Jane Brewin, CEO

Tommy's



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.

A handwritten signature in blue ink that reads "Jane".

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



We can now spot who is at risk and we have pioneered predictive tests and treatments to improve outcomes

90%

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!

## Benefits of working here



An overview of the full range of contractual and non-contractual benefits Tommy's employees can get.

- **25 days' paid holiday**, 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 holiday**, 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!

## Equality and diversity

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

Place of work	Nicolas House, 3 Laurence Pountney Hill, London, EC4R 0BB
Salary	circa £35k dependant on experience
Contract type	Permanent
Reports to	Head of Marketing
Department	<p>Marketing Director</p> <p>Marketing &amp; Communications Assistant</p> <p>Stories &amp; Content Officer (maternity leave)</p> <p>Creative Designer</p> <p>Head of Digital Engagement</p> <p>Senior Digital Product Manager</p> <p>Digital Product Manager</p> <p>Media &amp; PR Manager</p> <p>Head of Projects (maternity leave)</p>
Hours	35 per week, typically Monday to Friday, 9:00am to 5:00pm
Scope	Working across Tommy's charitable activity and brand marketing – including research, baby loss and fundraising communications.

## 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, prior to Covid-19, our fundraising team was embarking on an ambitious growth strategy - now our focus is on consolidating and re-building income streams to raise £8m 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 our team to engage our audiences, help produce outstanding campaigns and content, and help us build an informed and committed supporter base.

## Job purpose

To work closely with the Head of Marketing to lead on all marketing and communications activity in order 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

- Support in the implementation of an integrated marketing and communications programme alongside of the Head of Marketing to increase public awareness of and engagement with Tommy's
- Lead on Tommy's content strategy with our audiences, ensuring organisational objectives are at the heart of everything we do
- Management of Tommy's social media channels, e-newsletters, website content amongst other channels alongside the Marketing Assistant, Information Content Manager and digital engagement team, producing compelling content for a range of audiences and purposes
- Develop effective and creative multi-channel marketing campaigns with varying objectives, including driving awareness and generating income
- Lead on organisational messaging, brand and tone of voice, ensuring content is always produced on brand and to high standards and diversity and inclusion are a priority
- Manage our ambassador programme, maintaining our sector-leading influencer and celebrity relationships
- Lead on evaluation of campaigns and impact reporting for all marketing activity across the charity
- Work as part of broader project teams, incorporating specialists in design, production, PR, digital engagement, marketing and fundraising, to generate outstanding marcomms activity

## Key tasks

### Supporter channel strategy and management

- With the support of Head of Marketing, lead on content strategy across all communications channels for Tommy's with a forward thinking and structured approach
- Work in partnership with the Digital Product Manager and Senior Digital Product Manager to develop Tommy's acquisition channels, ensuring they have the content and messages needed to deliver against team objectives
- Work with Information Content Manager to manage Tommy's social media channels and online communities, using analytics to assess impact and identify new opportunities
- Manage Tommy's website from an editorial perspective, working with the Senior Digital Product Manager and SEO agency to implement optimisation recommendations and ensure wider content owners are following best-practice guidance
- Use website and social media analytics to assess impact and identify new opportunities, working closely with colleagues in the Digital Engagement team as part of a 'test and learn' approach to marketing
- Work with Digital Engagement team to review existing supporter journeys and manage our supporter e-news programme strategy to improve engagement and retention
- Stay up to date and aware of latest campaigns and trends in the charity (and outside) to help inform and improve activity

### Content creation

- Develop creative, engaging content in line with our content and digital engagement strategies for social media, marketing collateral, e-newsletters etc., working closely with the wider team.
- Develop new content for Tommy's website (such as news stories and blogs) and edit existing content to improve supporter experiences
- Develop lasting and meaningful relationships with our beneficiaries to support in telling Tommy's story
- Support the Corporate Fundraising teams to deliver cause related marketing partnerships, for example through co-branded blog content or Facebook live events.

### Campaigns

- Develop Tommy's annual awareness campaigns - for example, Baby Loss Awareness Week, Rainbow Baby Day and World Prematurity Day
- Work closely with the Head of Marketing to develop inspiring multi-channel brand campaigns, such as Tommy's #ChangeTheMiscarriageStory or #TogetherForChange

### Ambassador programme

- Lead on driving Tommys influencer marketing strategy
- Manage ambassador relationships, working closely with existing and warm celebrity contacts and influencers.
- Work with contributors to share their experiences of baby loss and pregnancy complications, creating inspiring stories and quotes for use across marketing and fundraising
- Partner with the PR Manager to ensure case studies are available to support proactive and reactive media work.

### Impact measurement and reporting

- Report on wider communications and marketing activity, including producing post-campaign reports and monthly social media reports.
- Alongside the Head of Marketing, support with quarterly departmental impact reports for use at Senior Management Team and Trustee level.

### General marketing and communications activities

- Be a brand expert on Tommy's organisation activity, identity and tone of voice
- Champion Tommy's diversity principles throughout all marketing activity

- Work closely with external agencies and stakeholders to deliver projects both in production and distribution, building excellent relationships
- Ensure our supporters are communicated with sensitively and efficiently
- Oversee the creation and production of printed collateral as necessary, working with the Graphic Designer and external agencies.
- Anything else which might reasonably be asked, including volunteering at events.

## Measures of success

- Demonstrable increase in public awareness
- Demonstrable increase in public engagement
- Wider marketing team KPI metrics
- Delivery of agreed programme of activities within specified timescale
- Management of marketing and comms activities against plan
- Ability to manage multiple priorities with a variety of stakeholders
- Taking the initiative to seek out new opportunities

## Person specification

Qualifications:	<b>Required</b>	<b>Desirable</b>
	N/A	<ul style="list-style-type: none"> <li>❖ Degree or postgraduate qualification</li> <li>❖ Professional qualification in marcomms</li> </ul>
Experience:	<b>Required</b>	<b>Desirable</b>
	<ul style="list-style-type: none"> <li>❖ Strong content management and marketing background (3-4 years)</li> <li>❖ Social media curation and editorial planning, including knowledge of social media advertising</li> <li>❖ An experienced copywriter</li> <li>❖ Delivery against budgets</li> <li>❖ Experience of building lasting relationships with a range of stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>❖ Experience of working within the charity sector</li> <li>❖ Understanding of reactive marketing and seeking opportunities</li> <li>❖ Knowledge of SEO principles</li> <li>❖ Experience of building and managing fundraising partnerships</li> <li>❖ Experience working with external agencies to deliver content and campaigns</li> </ul>
Qualities, Skills & Knowledge:	<b>Required</b>	<b>Desirable</b>
	<ul style="list-style-type: none"> <li>❖ Outstanding attention to detail and communications skills</li> <li>❖ A self-motivator</li> <li>❖ Project management and organisational skills</li> <li>❖ Editorial skills, ability to adapt content and tone of voice as required</li> <li>❖ Ability to influence various stakeholders</li> <li>❖ Adobe creative suite</li> <li>❖ E-news platform skills (Adestra or equivalent)</li> <li>❖ Database (Raiser's Edge or equivalent)</li> <li>❖ Team player</li> </ul>	<ul style="list-style-type: none"> <li>❖ Great relationship builder, must be able to build trust and credibility with partners and within the organisation</li> <li>❖ Content management systems (ideally Drupal)</li> <li>❖ Autonomous working, must be able to take ownership and accountability for delivery with low-level support</li> <li>❖ Email marketing principles and best practice</li> </ul>
Languages:	<b>Required</b>	<b>Desirable</b>
	<ul style="list-style-type: none"> <li>❖ Fluent English for Business</li> </ul>	
Values and attitude:	<ul style="list-style-type: none"> <li>❖ Ability and desire to look for continuous improvement opportunities</li> <li>❖ Desire for continual learning &amp; development</li> <li>❖ Passion for Tommy's mission to make the UK the safest place in the world to give birth</li> <li>❖ Desire to champion diversity</li> <li>❖ A passion for creativity and innovation</li> </ul>	

Motivation	Driven and loyal	Takes pride in achievement and in Tommy's success. Shows determination and personal commitment to achieve Tommy's goals and plans. Is loyal and dutiful. Takes actions and makes decisions to benefit Tommy's, rather than personal interests.
	Takes ownership	Takes personal responsibility for completion of tasks to a high standard, irrespective of challenges encountered along the way. Focuses on the end goal, spots difficulties and addresses them before they become a threat. Concentrates on a task and sees it through to completion. Is self-directing and uses initiative. Wants the freedom to do his or her job without undue supervision or direction.
	Work ethic	Accepts workplace rules. Is punctual and reliable. Places a high value on working hard and doing a good job. Very dedicated to meeting what is expected of him or her. Is self-disciplined. Has realistic expectations of Tommy's. Behaves professionally.
Personal	Resilient	Is robust and stable under pressure. Shows resilience in a range of situations. Bounces back from disappointment or rejection, is sanguine and stoic. Manages personal stress: identifies own stress triggers and has strategies for successfully managing them.
	Intelligent	High level of verbal and numerical intelligence. Ability to acquire understanding and absorb information rapidly.
	Organised and detail-conscious	Consistently and conscientiously delivers good attention to both strategic and administrative detail. Organises resources, prioritises key issues and implements projects effectively.
	Self-aware and open	Can appreciate personal strengths and weaknesses and acknowledge the validity of others' views. Has emotional intelligence. Continually improves skills and workplace behaviour. Shares perceived truths honestly and appropriately at work, without secrecy. Gives and receives feedback tactfully and open-mindedly. Continually develops skills and workplace behaviour.
Interpersonal	Communication	Listens and lets others speak. Communicates fluently, orally and in writing. Writes clear, well-organised documents with appropriate vocabulary and grammar. Keeps others informed.
	Persuasive	Is appropriately assertive. Has presence and is credible. Can influence others and sell ideas.
	Team-oriented	Co-operatives with and supports colleagues and customers. Builds positive, collaborative working relationships.

## 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](https://tommys.org)

020 7398 3400

[mailbox@tommys.org](mailto:mailbox@tommys.org)

Nicholas House  
3 Laurence Pountney Hill  
London EC4R 0BB

