

Recruitment Pack

**Event Partnerships and Marketing Manager, LLHM**

May, 2022

**Tommy's**  
Together, for every baby

Together, for every baby



## Welcome from Kath Abrahams, Chief Executive



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, we'd love you to consider joining our team.

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 while we support 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 2022 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 in meeting our goals, but we also want everyone to have a healthy work-life balance and feel well looked after. The wellbeing and personal development of our colleagues is a priority for us.

But don't just take my word for it. In our 2021 annual staff survey over 90% of the team feel teamwork is encouraged, that their director and line manager provides great leadership, and that we act with integrity. Our team also overwhelmingly feel this is a place where they can grow both professionally and personally.

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



Kath Abrahams, Chief Executive

## 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 nature's way'

'You've just been unlucky'

'At least you can get pregnant'

Would this be an acceptable thing to say to someone who has a long-term health condition or disease?

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 currently fund 3 research centres in the UK that investigate causes and find treatments for miscarriage, stillbirth and premature birth and improve maternity care across the UK. There are plans in place to fund a brand new centre opening in 2023 which will focus on preventing 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 main objectives are:

- ❖ To select a new Tommy's national research centre which will focus on preterm birth 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 people can get.

- ❖ **25 days' paid holiday**, increasing by 1 day a year up to 30 days after you have been with us for 5 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.** We work hard within our 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 people 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.
- ❖ **2 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 colleague 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 colleagues 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 colleagues 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 people have been with Tommy's for 4 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 - even if they are not for computer use.
- ❖ **Company sick pay.** We have a great attendance rate at Tommy's, but if you are sick in any rolling 12 month period you can qualify for up to 20 days' full pay. If you are sick within your probation period, you are entitled to 50% of this allowance.
- ❖ **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 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 an 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 Hybrid office and home working pattern (2 office days per week)
Salary	£36,000-£39,000
Contract type	Permanent / Fixed-term
Reports to	Head of Event Partnerships and Communications
Hours	Monday to Friday, 9:00am to 5:00pm or 9:30am to 5:30pm (From time-to-time you will be expected to work outside these hours for example, at events taking place during the evenings and at weekends)

# Role profile

<p><b>Position purpose:</b></p>	<ul style="list-style-type: none"> <li>To maximise brand awareness of the London Landmarks with runners, businesses and our key partners and stakeholders.</li> <li>To source, develop and sustain partnerships with a wide range of businesses, and secure commercial sponsorship partners for the London Landmarks Half Marathon</li> </ul> <p>To manage all LLHM marketing and social media activity to increase our brand awareness and popularity</p>
<p><b>Major/Key Responsibilities:</b></p>	<p><u>LLHM Sponsors and Partners</u></p> <ul style="list-style-type: none"> <li>Source and manage a range of income-generating sponsors and partners to add value to the London Landmarks event and raise additional income for Tommy's. These include:             <ul style="list-style-type: none"> <li>- Tikiboo: to confirm continued support as our kit partner</li> <li>- Scimitar: to maximise sales through our registration platform, online and on the day</li> <li>- iTAB: to maximise sales and boost income</li> <li>- Marathon Photos: to maximise sales and boost income</li> </ul> </li> <li>Foster excellent working relationships and re-engage partners annually</li> <li>Produce and deliver pitch presentations to new partners and potential sponsors</li> <li>Manage sponsor/partner contracts</li> <li>Ensure all agreements in the contracts are delivered – social posts, brand sign off, email inclusions</li> <li>Produce detailed evaluations and feedback</li> <li>Ensure the LLHM website is kept updated with the most accurate information</li> <li>Manage the tender process for any future new partners</li> <li>Work with the Event Manager to maximise the potential of partnerships to raise awareness of Tommy's and the LLHM, and to support the relationship</li> </ul> <p><u>Social Media</u></p> <ul style="list-style-type: none"> <li>Manage our social media content across all LLHM platforms; Facebook, Twitter, Instagram, YouTube and Strava</li> <li>Manage key social media highlights such as the LLHM medal and t-shirt reveal</li> <li>Work with our graphic designer to produce engaging visual content</li> <li>Implement new content and creative ideas to increase our social media following and bring the LLHM voice to life</li> </ul> <p><u>PR</u></p> <ul style="list-style-type: none"> <li>Manage the relationship with our PR agency to maximise brand awareness and to deliver coverage</li> <li>Work with our PR company to secure national coverage of the LLHM and celebrity ambassadors including at least one A list celeb</li> </ul> <p><u>Marketing</u></p> <ul style="list-style-type: none"> <li>Work with the Project and Graphic Design Manager to plan and manage the marketing campaign for the LLHM ballot and other Landmark events</li> <li>Work with Mindshare to secure free outdoor, print and digital advertising for the LLHM</li> <li>Manage the LLHM live broadcast should we decide to re-introduce this</li> <li>Manage the LLHM post-race highlights videos</li> <li>Manage and file all race day photos for future marketing</li> <li>Securing TV coverage in future years</li> </ul> <p><u>LLHM Suppliers and Kit</u></p> <ul style="list-style-type: none"> <li>Lead on the design and delivery of our LLHM runner t-shirt, medal and goody bag</li> <li>Manage the relationship with our kit suppliers</li> <li>Work with the Event Manager to ensure our sustainability strategy is delivered</li> </ul> <p><u>VIP Media Experience</u></p> <ul style="list-style-type: none"> <li>Manage the race day VIP experience including sourcing the venue, risk assessments, invites, attendee list, staffing, decorations, pack up and lockdown</li> <li>Work with our PR Agency to recruit celebrities to take part in the race and manage the VIP invitation process</li> </ul> <p><u>EDI</u></p> <ul style="list-style-type: none"> <li>Ensure our EDI strategy is integrated into all of our marketing and social media activity, and report on its progress in our post-race evaluation</li> </ul> <p><u>Partner and Stakeholder Stewardship</u></p> <ul style="list-style-type: none"> <li>Manage our annual stakeholder and partner thank you party and Christmas party</li> </ul> <p>Manage the post-race thank you process for all stakeholders and partners</p> <p><u>Awards</u></p> <ul style="list-style-type: none"> <li>Enter Landmark events for charity and event awards</li> </ul>

	<p><u>Future Events</u></p> <ul style="list-style-type: none"> <li>Secure sponsors and partners for future London Landmark events</li> <li>Support where required in the set up and delivery of future Landmark events.</li> </ul> <p>The Landmarks team is a small department and the role will be required to be flexible to take on any additional responsibilities necessary to deliver the project and support the wider team.</p>	
<b>Measures:</b>	<ul style="list-style-type: none"> <li>No. of ballot entrants</li> <li>Achieving budgeted partner income targets</li> <li>Partner feedback and reengagement</li> <li>An engaged social media presence and annual growth of followers</li> <li>Runner feedback on kit design</li> </ul>	
<b>Scope:</b>	<p>This role sits within the LLHM Team and is managed by the Head of Event Partnerships &amp; Communications. The team that the position is part of manages our charity, income generating and in-kind partnerships, runner customer service and support, our community and cultural programme, and areas of event delivery such as runner registration, fulfilment and communications.</p>	
<b>Authority/Decision Making:</b>	<p>The role will be required to make key decisions in relation to the management of the partnerships, VIP experience, marketing and social media in consultation with the Head of Event Partnerships &amp; Communications and Race Director.</p>	
<b>Challenges:</b>	<ul style="list-style-type: none"> <li>Working in a busy and fast-paced environment</li> <li>Managing multiple priorities and areas of responsibility</li> <li>Managing high value partnership negotiations</li> <li>Adapting quickly to changing deadlines/priorities/event trends</li> <li>Managing workload during peak times</li> </ul>	
<b>Key Contacts:</b>	<b>Internal</b>	<b>External</b>
	<ul style="list-style-type: none"> <li>Wider LLHM Team</li> <li>Finance Team</li> <li>Corporate Partnerships Team</li> </ul>	<ul style="list-style-type: none"> <li>Event partners: Tikiboo, Scimitar, iTAB and Get the Affect PR Agency etc.</li> <li>Event suppliers</li> <li>Local businesses, cultural and tourist attractions</li> <li>VIP contacts</li> <li>Mindshare, FilmNova</li> </ul>
<b>Qualifications:</b>	<b>Required</b>	<b>Desirable</b>
	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li>Educated to degree level</li> </ul>
<b>Experience:</b>	<b>Required</b>	<b>Desirable</b>
	<ul style="list-style-type: none"> <li>5+ years marketing experience</li> <li>5+ years of experience account managing sponsors and partners</li> <li>Experience of building and maintaining relationships</li> <li>Experience of winning new business, including prospect research</li> <li>Experience in event fundraising and/or supporting delivery of a large-scale event</li> <li>Experience managing multiple social media platforms and creating engaging content</li> <li>Experience in growing social media followers</li> <li>Developing and negotiating bespoke proposals and partnership packages</li> </ul>	<ul style="list-style-type: none"> <li>Experience working within the charity sector</li> <li>Proven experience of partnership development</li> <li>Experience of Raiser's Edge NXT</li> <li>Budget management</li> <li>Contract negotiation</li> </ul>

## Person specification Skills required

	Required	Desirable
<b>Qualities, Skills &amp; Knowledge:</b>	<ul style="list-style-type: none"> <li>• Microsoft Word, Excel, Outlook and PowerPoint so that no further training is required to do the job</li> <li>• Excellent interpersonal skills to build relationships</li> <li>• Excellent communication skills</li> <li>• An excellent writer with the ability to create engaging content</li> <li>• Creativity and enjoys coming up with new ideas</li> <li>• A good eye for design</li> <li>• Influencing and persuading others;</li> <li>• Account management techniques across a range of partnership types</li> <li>• Prospect research skills and pipeline development</li> <li>• Great organisational skills</li> <li>• Can work on own initiative</li> <li>• High attention to detail</li> <li>• Multi-tasking and time management</li> <li>• Confident and positive persona</li> <li>• Keen team player and ability/desire to assist efficiently with whatever tasks are required</li> <li>• Autonomous working, can work on own initiative and must be able to take ownership and accountability for delivery</li> <li>• A passion for the cause – to help all women have a safe and healthy pregnancy and take a baby home</li> </ul>	<ul style="list-style-type: none"> <li>• Enjoys both account management and new business</li> <li>• Project management skills</li> <li>• Knowledge of digital trends</li> <li>• Interest in running and/or sporting events</li> </ul>
<b>Languages:</b>	<b>Required</b> <ul style="list-style-type: none"> <li>• English – high standard of documentation and communication skills</li> </ul>	<b>Desirable</b>

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.

## Tommy's values

### Determination

Going above and beyond

### Compassion

Putting ourselves in their shoes

### Togetherness

We're in this together

### Progression

Driving change

## 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)

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