

Recruitment Pack

Senior Strategic Marketing Manager

April, 2024

Tommy's



Welcome from Kath Abrahams, Chief Executive



A lot has changed in the 30 years since Tommy's started – not least the charity itself, which was founded by 2 obstetricians working from a hospital cupboard and has grown to become the UK's leading pregnancy charity.

In that time, we've heard from thousands of people sharing their stories of heartbreak and devastation, supported families at every stage of their pregnancy journey and built a very special community of support. Like you, we believe pregnancy and baby loss should never be 'just one of those things'.

We remain the largest charity funder of pregnancy research, and in 30 years, we've made huge progress researching causes of pregnancy complications and baby loss. We've found new tests and treatments that have made pregnancy safer and transformed families' lives.

We've ensured women and birthing people across the UK have access to the most up-to-date, evidence-based, lifesaving pregnancy information. We've shaped national healthcare guidelines and broken some of the silence surrounding baby loss. But there is still so much to be done.

Right now, 1 in 4 pregnancies end in loss during pregnancy or birth and 53,000 babies are born early every year.

We think that's unacceptable, and we are here to change that.

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 2022 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.

A handwritten signature in black ink, appearing to read 'Kath Abrahams'. The signature is fluid and cursive, written over a light grey background.

Kath Abrahams, Chief Executive

A bit about Tommy's



Pregnancy complications and baby loss 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 4 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 open a new centre later 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

We lead research and transform care.

We provide expert information and support throughout the pregnancy journey.

Working with communities and partners we challenge inequities and campaign for change to make pregnancy and birth safer for all.

Together, we save babies' lives.

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 goals are:

- ❖ **Grow evidence**, because baby loss and pregnancy complications aren't 'just one of those things'.
- ❖ **Improve care**, because everyone should be provided with the best care and support.
- ❖ **Tackle inequalities**, because everyone deserves the same opportunities for a healthy pregnancy and birth.
- ❖ **Mobilise for change**, because together, we will make pregnancy safer and save babies' lives

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 (after two years of service), 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 (2 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.
- ❖ **Home working allowance** - claim up to £50 per year on any home working equipment you may need
- ❖ **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.
- ❖ **Compassionate leave**—Unfortunately you may experience personal difficulties, such as a bereavement which may affect your work. As a result we offer 5 days of paid compassionate leave (pro-rata for part time employees) to assist employees during this period.
- ❖ **Parental Bereavement leave**—The pain of losing a child is incomparable, and in the unfortunate circumstance this should happen, we offer up to two weeks paid leave to support our employees during this painful time.
- ❖ **Enhanced maternity & parental leave pay**—No surprise here, babies are close to our hearts! We are mindful of the financial impact that may come with having a new bundle of joy, and as a result offer both enhanced paternity and maternity pay.
- ❖ **Training**—We offer a number of different training programmes to assist with your personal development, such as structured training for line managers and other role specific training - to be agreed with your line manager.
- ❖ **Pension scheme**—You'll be enrolled in the first month of you starting: stay in the scheme if you wish, or opt out if you prefer. Contribution rate is 4% employer and 4% employee.
- ❖ Centrally located, attractive offices—with a wide range of shops, cafes and bars right on the doorstep.
- ❖ **Hybrid Working**—Tommy's employees are required to be in the office a minimum of 2 days per week and are provided with a laptop to facilitate this.
- ❖ **Brilliant people doing their jobs well!** This is who we are: come and talk to us!

Equity 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.

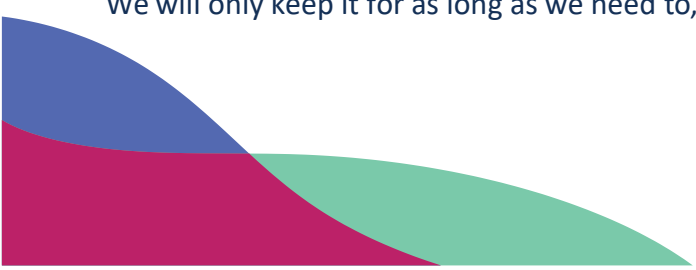
Workplaces that welcome parents and pregnant people and are diverse in age, ethnicity, gender identity, marital or civil partnership status, race, religion and belief, sexual orientation, physical or mental abilities are better and more innovative organisations and more representative of those we seek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



Role details

Place of work	Nicholas House, 3 Laurence Pountney Hill, London, EC4R 0BB 50:50 office and home working pattern
Salary	£45,000
Contract type	Permanent
Reports to	Deputy Marketing Director
Hours	(Eg) Monday to Friday, 9:00am to 5:00pm or 9:30am to 5:30pm

Team description

<p>Position purpose:</p>	<p>The Senior Strategic Marketing Manager will provide expertise to implement an integrated performance marketing programme, helping to raise awareness and familiarity of Tommy's with our target audiences, grow our active supporter base and increase donations.</p> <p>The role will lead digital supporter acquisition, working closely with the brand marketing team to deliver supporter-centred, creative marketing campaigns and activity across a range of channels.</p> <p>The role will be instrumental in supporting fundraising colleagues to grow income, helping to facilitate the delivery of new products and partnerships.</p>
<p>Major/Key Responsibilities:</p>	<p>Strategic marketing</p> <ul style="list-style-type: none"> • Lead and develop Tommy's supporter acquisition strategy taking an audience-first approach to activity, using a range of tactics including paid digital, SEO and email • Lead the team to manage and optimise paid campaigns across platforms including search, social, and other relevant channels to maximise brand engagement and income • With a focus on acquisition, work alongside the Supporter Engagement Manager to keep new and existing supporter journeys updated and on brand • Develop creative, engaging content in line with our content and channel strategies for campaigns and projects, working closely with the wider marketing and fundraising <p>Fundraising product marketing and partnership development</p> <ul style="list-style-type: none"> • Support an integrated cross-departmental approach with Tommy's individual giving, mass fundraising and partnership fundraising teams to support income generation and growth • Work in collaboration with fundraising project teams in the development and marketing of new products, events and campaigns, providing marketing expertise at every stage of the process from inception to delivery • Proactively identify new opportunities and tactics to promote and amplify the growing pipeline of products, campaigns and partnerships • Work in collaboration with the corporate and fundraising teams to pitch for and secure corporate partnerships, working on proposals and case for support <p>Data segmentation, audience insight</p> <ul style="list-style-type: none"> • Champion a supporter-first approach, rooted in audience insight • Use data and insights to map and analyse audience behaviour to inform marketing and fundraising activity (GA4, brand insights, market research) • Analyse and use data insight to implement continual improvements and optimisations to campaigns and initiatives to hit OKRs • Support in creating and updating tracking dashboards to monitor performance <p>General marketing and communications activities</p> <ul style="list-style-type: none"> • Support the wider team with requests to the marketing inbox and community management when needed • Ensure our supporters are communicated with sensitively and efficiently • Be a brand expert on Tommy's organisation activity, identity and tone of voice • Champion Tommy's diversity principles throughout all marketing activity • Stay up to date and aware of latest campaigns and trends in the charity (and outside) to help inform and improve activity • Anything else which might reasonably be asked, including volunteering at events
<p>Measures:</p>	<ul style="list-style-type: none"> • Demonstrable increase in public awareness of Tommy's amongst target audience as measured by brand tracking and analytics dashboards • Demonstrable increase in public engagement and income • Performance against digital marketing and fundraising KPIs • Management of marketing and comms activities against OKRs

	<ul style="list-style-type: none"> Working as part of a team on an integrated marketing campaign Building successful relationships with supporters and beneficiaries 	
Scope:	Working across Tommy's charitable activity and brand marketing – including research, baby loss and fundraising communications.	
Authority/Decision Making:	On the job decision-making and editorial sign off Responsible for day-to-day decision-making with line reports Approval required from Line Manager for business-critical and strategic decisions	
Challenges:	<ul style="list-style-type: none"> Effective and impactful communication across multiple teams Working on sensitive subject matters and with beneficiaries Managing multiple, competing priorities with effective time management A broad-based role which requires generalised good skills across the marketing mix 	
Key Contacts:	Internal	External
	Marketing team Fundraising teams – including corporate, community, individual giving, sporting events Pregnancy Information team	Consultants Agencies Beneficiaries
Qualifications:	Required	Desirable
	N/A	<ul style="list-style-type: none"> Professional qualification in marcomms Certification in digital marketing
Experience:	Required	Desirable
	<ul style="list-style-type: none"> ❖ Experienced with project management ❖ Strong performance marketing experience (including paid social media advertising, PPC, SEO) ❖ Knowledge of social media content strategies across paid and organic ❖ Delivery against budgets ❖ Experience of building lasting relationships with a range of stakeholders 	<ul style="list-style-type: none"> ❖ Experience of working within the charity sector ❖ Knowledge of data tools eg. Power BI, Looker Studio ❖ Experience of marketing fundraising campaigns, events and products ❖ Experience of corporate partnerships and new business development ❖ Experience working with external agencies to deliver activity

Person specification Skills required

Qualities, Skills & Knowledge:	Required	Desirable
	<ul style="list-style-type: none"> ❖ Project management and organisational skills ❖ Content management systems (ideally Drupal) ❖ Adobe creative suite ❖ E-news platform skills (Adestra or equivalent) ❖ Database (Raiser's Edge or equivalent) ❖ Editorial skills, ability to adapt content and tone of voice as required ❖ Ability to influence various stakeholders ❖ Outstanding attention to detail and communications skills ❖ A self-motivator ❖ Team player 	<ul style="list-style-type: none"> ❖ Great relationship builder, must be able to build trust and credibility with partners and within the organisation ❖ Autonomous working, must be able to take ownership and accountability for delivery with low-level support
Languages:	Required	Desirable
	Fluent English for Business	
Competency Success Profile:	<ul style="list-style-type: none"> ❖ Ability and desire to look for continuous improvement opportunities ❖ Desire for continual learning & development ❖ Passion for our vision to stop the heartbreak and devastation of baby loss and make pregnancy and birth safe – for everyone ❖ Desire to champion diversity ❖ A passion for creativity and innovation 	

Tommy's values

We are **evidence-driven**: we fund, find and follow evidence, and it guides us in achieving the greatest impact.

We are **inclusive**: we put tackling inequity at the heart of everything we do and treat everyone with empathy, consideration and care.

We are **collaborative**: we know we're stronger when we work together in true partnership with communities.

We are **courageous**: we are bold and unafraid to challenge established systems and thinking.

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

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