

Thank you for your interest in the role of Head of PR and Marketing with Above and Beyond, University Hospitals Bristol's Charity. Within this information you will find:

- Background information about Above and Beyond and the role
- Job Description
- Person Specification

You can find out more about the work of the Charity and can download a copy of our Annual Report by visiting www.aboveandbeyond.org.uk.

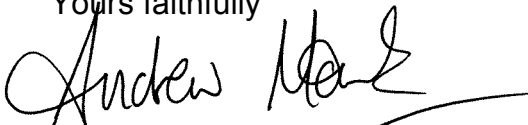
If you would like to apply for this post please note that the closing date for the receipt of applications is Monday 20 September. To apply please send a copy of your CV along with a covering letter which addresses the following points:

1. What interests you about this job
2. How your skills, knowledge and experience match the person specification
3. Your current role, a description of duties and current salary
4. Your sickness record for the last two years
5. The names, addresses and relationship of two referees [no references will be taken up without your prior consent]

Should you have any questions or would like an informal discussion about this role then please contact me on 0117 9277120.

Thank you for your interest in Above and Beyond.

Yours faithfully



Andrew Monk
Director of Fundraising and Marketing
andrew.monk@aboveandbeyond.org.uk

Above and Beyond – University Hospitals Bristol’s Charity

Background

Above and Beyond is the official charity for University Hospitals Bristol NHS Foundation Trust (UH Bristol). It supports projects which make a real difference to patients cared for within:

- Bristol Royal Infirmary
- Bristol Haematology and Oncology Centre
- Bristol Royal Hospital for Children
- Bristol Eye Hospital
- Bristol Heart Institute
- St Michael’s Hospital
- Bristol General Hospital
- Bristol Dental Hospital
- Bristol Homeopathic Hospital

UH Bristol provides local, regional, supra-regional and national levels of care with a range of specialities. Its most prestigious specialities include paediatric services (particularly bone marrow transplant and cardiac care); adult cardiac care; haematology, oncology and radiotherapy provider for the greater Bristol region; adult bone marrow transplant; and fetal and neonatal care. As well as these areas, UH Bristol provides a full range of services for the local and regional population.

The projects supported by the charity fall into the following broad categories:

- Supporting UH Bristol to develop gold standard care and services
- Making the environment for patients more comfortable and relaxing (e.g. provision of arts programmes; providing visitor/parents accommodation; provision of extra facilities)
- Funding state of the art equipment
- Funding research
- Supporting staff health, wellbeing and development

Fundraising within Above and Beyond

The Charity set up its first fundraising department in 2005, and this focused on coordination and development of community fundraising activities. There are a diverse range of people who are grateful for the care they, or a family member or friend has received within the hospitals and as such want to do something to say ‘thank you’.

To date all of the fundraising activity has focused on community type activities with a broad range of events which have aimed to engage people with the cause. There has been some small success in other areas of fundraising through specific appeals.

Our Appeals

The Heart of Bristol Appeal was launched in September 2007 and has raised to date a total of £865,000 for the new Bristol Heart Institute. This money was used to enhance the facilities within the new building and included an award winning community arts programme, facilities for visitors and patients, advanced monitoring equipment and groundbreaking audiovisual equipment in the labs and theatres allowing the Institute to share its world-leading knowledge with colleagues and students around the world.

The CaRE Appeal (Chemotherapy and Radiotherapy Environment Appeal) was launched in September 2009 and aims to raise £1.6million to support the transformation of the Bristol Haematology and Oncology Centre. This will include a completely redesigned front entrance and reception area, new information and counselling centres, expanded outpatient facilities and an integrated arts programme. This is the appeal which the team is currently working on and the target is to raise the money needed by December 2010.

Future Plans

Plans are currently being developed for a major refurbishment of the Bristol Royal Infirmary with the creation of a new front entrance and a new eight storey ward block. Work is also planned to expand Bristol Royal Hospital for Children to accommodate the burns, neurosciences and plastics services from Frenchay Hospital (part of the separate North Bristol NHS Trust) when it is downgraded to a community facility in 2014. It is Above and Beyond's ambition to play a major role in this redevelopment and to launch an appeal sometime in 2011 to raise in the region of £5million to make what is already set to be a fantastic project even better.

The role of PR and Marketing

The Charity has undertaken a number of feasibility studies to identify areas for development and to help establish a more balanced portfolio of fundraising activities. We recognise that to underpin all this new activity we need to ensure that we build the public profile of the charity.

We are in the process of reviewing our brand, developing a voice and identity to allow us to grow and be recognised. Equally, we recognise that key relationships with strategic partners will play an important role in engaging the wider community and delivering support for fundraising activity. Therefore to ensure that these projects are managed and implemented to their maximum effect there is a need to develop excellent brand and PR strategies.

This is a new role created to lead these important developments and to strengthen the communications function within Above and Beyond and provides an exciting opportunity at a senior level to help build the profile of an excellent cause across Bristol and the Southwest.

To discuss any aspect of this background information or if you have any questions about the role please contact **Andrew Monk** on telephone **0117 9277120** or email andrew.monk@aboveandbeyond.org.uk.

Head of Marketing and PR

Job Description

Hours:	37 Hours a week
Salary Package:	£30,000 plus membership of NHS Superannuation Scheme
Location:	Central Bristol
Direct Reports:	Responsibility for the Communications Manager
Responsible to:	Director of Fundraising and Marketing

Job Summary

The hospitals and healthcare facilities supported by Above and Beyond care for patients from across Bristol, North Somerset and the South West. The role of the Head of Marketing and PR is to help deliver brand awareness and raised profile to increase funds and promote the gold standards of care made possible through the support of the charity, and the real difference these make to the lives of those people cared for here in Bristol.

The Charity has ambitious plans for growth and as such has recognised the need to significantly increase its profile both with the audiences within the hospitals and the wider Bristol and regional community. The role of the Head of Marketing and PR will be to strategically lead the development of the charity's brand and PR activities, ensuring that Above and Beyond becomes recognised as the leading healthcare charity in Bristol.

Main Duties/Responsibilities

Strategy and Management

- Develop and implement an integrated Marketing, Communications and PR strategic plan within Above and Beyond.
- Act as line manager for the Communications Manager, ensuring that they receive the support they need to fulfill their role and that they are achieving agreed objectives.
- Oversee all communication activities within the charity, ensuring that colleagues and key stakeholders are kept informed and involved.
- Act as an ambassador for Above and Beyond, attending events and representing the charity to a range of audiences, supporting the effective development of relationships to secure continued success for the charity.
- Lead any marketing research activities to ensure that the voices of the diverse range of stakeholders are heard and influence the future direction of Above and Beyond.

- Identify training needs and deliver effective support and training to ensure that Above and Beyond is presented in a professional manner at all times and that colleagues are comfortable with the media and in presentations.
- Create plans for all the different communications needs for the various fundraising activities.
- Engage with UHBristol/NHS Bristol/NHS North Somerset to ensure that we maximise the potential of all opportunities available
- Work as part of the fundraising management team to shape and direct future activities within Above and Beyond and achieve the necessary growth to meet the needs of our partners

Brand Management

- Take responsibility for the strategic creative development and implementation of Above and Beyond's corporate identity and branding. This will involve consulting, and co-ordinating the opinion of people at all levels and in all parts of the organisation. It will also involve interpreting Above and Beyond's mission statement and core values into strong visual images and effective copy.
- Act as the Brand Guardian and define standards and guidelines over the use of the logo, images and tone of voice, and ensure that these are complied with.
- Working with fundraising colleagues to develop effective cases for support to attract support and engage with key audiences

Publications

- Manage the strategic development of Above and Beyond's key messages and ensure communications are values driven.
- Write and produce all corporate materials within Above and Beyond including the annual report, ensuring the highest level of consistency of message, content and style.
- Take responsibility for the production and project management of all Above and Beyond literature and publications.
- Oversee the development of a web strategy to utilise the latest developments and increase usage amongst key audiences

PR & Media

- Devise and lead on the implementation of a press and public relations strategy, which provides an overarching plan to increase Above and Beyond's profile and brand awareness and support our strategic objectives.
- Ensure that the strategy engages with Above and Beyond's diverse range of stakeholders via all areas of the media.
- Work with the communications manager to ensure that publicity opportunities through fundraising are maximised.
- Act as one of the charity's key spokespeople in all media.
- Strengthen contacts building personal profile with key journalists to initiate news and feature coverage.

- Lead on developing the programme of events to engage with key stakeholders, identifying opportunities to participate in other events as well as establish the charity's own.
- Where necessary write copy and releases to build profile.

Internal Communications

- Develop and deliver a strategic plan to ensure that all Above and Beyond's stakeholders are both nurtured, kept up to date and listened to.
- Ensure that there are structures and mechanisms to ensure that all A&B staff are engaged and understand the activities and direction of the charity.

General Duties

- Ensure that the highest standards are maintained throughout the charity's marketing and PR work and adhere to all industry best practice.
- Throughout all activities ensure that they comply fully with the relevant Data Protection and any other legislation.

General information:

Job descriptions

A role at this level of seniority requires a flexible approach with events taking place in the evenings or weekends.

All job descriptions are subject to review. Job holders are expected to be flexible and be prepared to carry out any similar or related duties which do not fall within the work outlined. Any review will be undertaken by the line manager, in consultation with the post holder.

Health and safety

Under the provisions contained in the Health and Safety at Work Act 1974, it is the duty of every employee to:

- a) take reasonable care of themselves and for others at work
- b) to co-operate with the Charity as far as is necessary to enable them to carry out their legal duty
- c) not to intentionally or recklessly interfere with anything provided including personal protective equipment for Health and Safety or welfare at work.

June 2010

Head of PR & Marketing

Person Specification

Qualifications/Training

- Good standard of education with preferably a qualification in a communications discipline

Personal Qualities

- Flexible, diplomatic, and sensitive
- Ability to negotiate, persuade and influence people at every level
- Excellent interpersonal and communication skills – written and oral
- Highly motivated with a willingness to take responsibility
- Confident communicator and presenter with all audiences and in all situations
- Ability to represent and be a spokesperson for Above and Beyond at events and in the media

Experience

- Proven experience of developing PR and marketing strategies
- Demonstrable experience of working within the voluntary sector [*desirable*]
- Demonstrable experience of in-depth media, public relations and marketing work
- Demonstrable experience of managing a press and/or marketing function
- Proven strategic planning and implementation of PR and marketing to support fundraising initiatives [*desirable*]
- Demonstrable experience of developing and empowering staff and volunteers
- Demonstrable experience of developing and implementing brand and marketing strategies
- Demonstrable experience of developing and implementing brand strategy
- Demonstrable experience of developing and implementing internal communications strategy for a wide range of internal stakeholders

Skills/Abilities/Knowledge

- Knowledge of the healthcare environment [*desirable*]
- Ability to identify and interpret donor motivation and craft appropriate cases for support and key messages
- Excellent management skills which will inspire, motivate and coach direct reports to achieve agreed targets
- A self starter with the ability to work on own initiative as well as working in a team
- IT Literate, [Microsoft Office]
- Ability to grasp concepts quickly and to apply knowledge to practical scenarios effectively
- Ability to manage time and to prioritise work effectively
- Excellent attention to detail

- Ability to set and prioritise objectives and to monitor and evaluate the achievement of targets
- Ability to work with and direct designers
- Strong interview and researching skills
- Understanding of web and social media and its potential for effective communication and marketing

Aptitudes

- An empathy for the work of Above and Beyond and an interest in providing gold standard healthcare for Bristol

June 2010