



**CEREBRAL  
PALSY** CYMRU

THE THERAPY AND SUPPORT FOR  
CHILDREN AND THEIR FAMILIES

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# Recruitment Pack

Role: Marketing & Communications Officer

*Because we know. Together we can make a difference.*



## We are Cerebral Palsy Cymru.

### About us.

We are the leading charity in Wales for children and families living with cerebral palsy. As a national Centre of Excellence and experts in the field of cerebral palsy, we provide specialist physiotherapy, occupational therapy, and speech & language therapy in a transdisciplinary way so that each child benefits from the combined expertise of our therapists. Our Family Support Service offers a listening ear, practical advice, and emotional support. We share our knowledge and skills through collaborative working, courses, national and international conferences.

Cerebral palsy is the most common physical disability in children in the world and our mission is to improve the quality of life of all children in Wales living with cerebral palsy. We are an ambitious, passionate, hardworking, and friendly team who are motivated by the life-changing difference we make.

It is estimated  
**1 in 400**  
children born in Wales  
will have cerebral  
palsy which is  
around 70 babies  
each year

There are  
**17 million**  
people worldwide with  
cerebral palsy

Cerebral palsy  
is the most common  
physical disability  
in childhood

Wales, there  
are approximately  
**1,800**  
children living with  
cerebral palsy

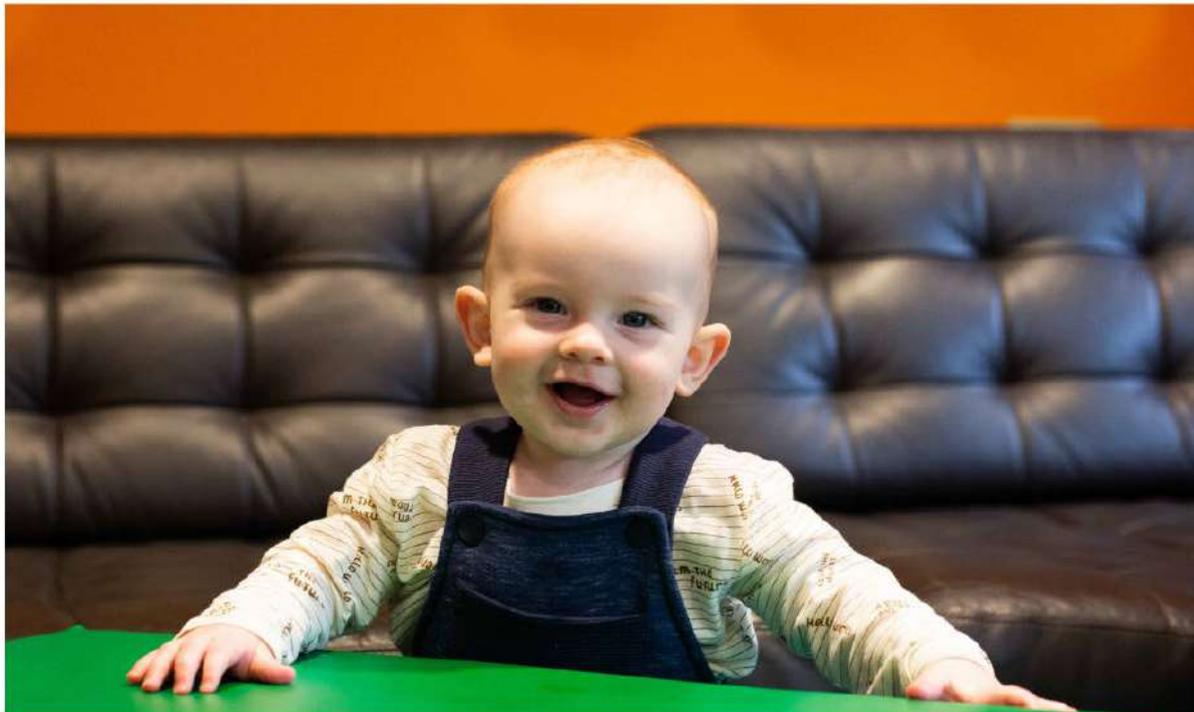
Approximately  
**30,000**  
children in the UK  
have cerebral palsy

## Marketing and Communications Officer – July 2022

This is a great opportunity for a creative and proactive person to join our small but passionate Fundraising & Communications team. We are looking for someone with some social media, digital and marketing experience looking to take their next step in developing their career as a Marketing & Communications Officer. The successful candidate will support the delivery of the charity's digital communications and fundraising activity as well as support the charity's wider marketing and communication strategy. This is an exciting and varied role where you will be helping us achieve our mission to improve the quality of life of all children in Wales living with cerebral palsy.

You will support the Marketing & Communications Manager to deliver our Marketing and Communications Strategy as well as our Digital/Social Media strategy. Digital income has grown considerably for the charity over the last few years so digital fundraising is a key focus of the role. Your responsibilities will include maintaining our website and engaging with users on our social media platforms to promote events, campaigns, and appeals. You will help create both internal and external content to engage with and grow our existing audience and extend the reach and scope of our charity's communications alongside helping to manage our charity's brand.

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**Title of post:** Marketing & Communications Officer

**Hours:** Full time (36 hours per week)

**Contract:** Permanent (probationary period of six months)

**Salary:** £25,000 per annum

**Location:** Based at our children's centre in Llanishen, Cardiff, however, we operate a flexible, hybrid model which includes home working

**Line Manager:** Marketing & Communications Manager

**Summary:** To support the delivery of the charity's digital communications and fundraising activity as well as support the charity's wider marketing and communications strategy.

**The role:**

To undertake day-to-day marketing and communications tasks such as maintaining our website, engaging with users on social media, writing copy and creating content for online and digital platforms, and helping to manage our charity's brand.

You will work closely with the Marketing and Communications Manager, Head of Fundraising and Communications and other colleagues from within the Fundraising Team. You will also engage across the whole charity and with service users, volunteers and external stakeholders.

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## **Main duties and responsibilities**

### **General Marketing**

- Support the development and delivery of our Marketing & Communications strategy.
- Champion the use of the charity's branding and house style guidelines consistently across the staff team.
- Adopt and maximise the use of the charity's new CRM system to assist in profiling new supporters and targeting various audiences.
- Develop and create content for the Cerebral Palsy Cymru staff portal.
- Source promotional merchandise to support the work of the fundraising team and the charity.
- Assist in monitoring and evaluating the effectiveness of our marketing and communications activity.
- Keep up to date with ideas and best practice from across the marketing, fundraising and third sector and proactively bring new ideas to the team.

### **Digital**

- Assist the Marketing & Communications Manager with the creation of a Digital/Social media strategy for the charity.
- Create high quality engaging and relevant content for Cerebral Palsy

Cymru's website and help maintain and improve website performance (filling in alt tags, maintaining links, checking pathways, SEO etc).

- Manage social media content and interaction on a daily basis with followers on the charity's social media pages (including Facebook, Twitter, Instagram, YouTube and LinkedIn).
- Work alongside the Marketing & Communications Manager to grow our e-newsletter subscribers list and explore future possibilities to engage with audiences via Mailchimp.
- Work closely with Marketing & Communications Manager to develop current and explore new digital fundraising income streams such as Facebook Fundraising.

### **Content creation**

- With support, develop and maintain a bank of service user, volunteer and staff quotes and case studies to promote the work of the charity.
- Assist with the co-ordination of print and publication production including supporter newsletters, annual review, direct mail campaigns and other literature.
- Support the Marketing & Communications Manager in producing press releases for local and regional media to promote our services and maximise fundraising activity.
- Work closely with all stakeholders associated with the charity to create rich and engaging blogs and news articles.
- Proofread and edit communications written by colleagues.

### **Fundraising and retail marketing support**

- Assist colleagues in the fundraising team with fundraising events and campaigns through producing marketing materials, photography and curated social media content.
- Support the delivery of our Retail marketing strategy and support the Retail team by responding to marketing requests and ensuring consistent branding for all retail communications and marketing.
- Support the E-Commerce team in helping to further develop their online and social media presence, enabling them to grow their customer base.

### **Additional responsibilities**

- Work as an integral part of the team, being sensitive to the needs of the whole team and supportive of other team members.
- Participate in team meetings and engage with the wider staff team when appropriate.
- Actively work with others (internal and external) to facilitate organisational and departmental improvements and changes, in line with charity-wide strategies.
- Maintain confidentiality at all times and adhere to Cerebral Palsy Cymru's confidentiality policy.
- Follow and remain up to date with Charity policies and procedures.
- Maintain awareness of the work of Cerebral Palsy Cymru.
- Communicate effectively with colleagues, trustees, volunteers, partner organisations, stakeholders of all kinds, and service users.
- Carry out any other reasonable tasks as may be required.

## **Person Specification**

Requirement	Essential	Desirable	How assessed
Education	Educated to A Level or above, or equivalent experience GCSEs in Maths and English at Grade C or above, or equivalent	Welsh language GCSE or higher	Application, certification, interview
Experience and knowledge	<ul style="list-style-type: none"> <li>- Demonstrable experience of writing engaging copy for online and print publications as employee, volunteer, or student</li> <li>- Experience of communicating with a broad range of audiences and communicating about sensitive topics</li> <li>- Experience of working within a modern digital environment and using a range of online platforms including Facebook, Twitter, Instagram as well as an understanding of emerging digital technologies</li> <li>- Understanding of the work of charities</li> <li>- Knowledge of Welsh and UK national media organisations</li> </ul>	<ul style="list-style-type: none"> <li>- Knowledge of the charity sector</li> <li>- Experience using design software such as Canva, or similar.</li> <li>- Experience of managing websites such as Umbraco or Wordpress</li> <li>- Experience of using a CRM system</li> </ul>	Application, interview
Skills and attributes	<ul style="list-style-type: none"> <li>- Excellent written and verbal communication skills in English</li> <li>- Able to build effective relationships with colleagues and other key stakeholders</li> <li>- Emotional intelligence to understand impacts of charity on patients, families, and supporters</li> <li>- Detail orientated</li> <li>- Organised and able to work autonomously, take initiative, prioritise, and make decisions</li> <li>- Able to work multiple tasks to various deadlines</li> <li>- Enthusiasm for and ability to demonstrate the potential of digital marketing</li> <li>- Empathy and commitment to Cerebral Palsy Cymru's values, purpose, and environment</li> <li>- Able to work flexibly – potential for partly home based</li> <li>- Able to travel to Cerebral Palsy Cymru office and other sites as needed</li> <li>- Able to participate in Media and Comms out of hours cover and to work very occasional evenings and weekends to fulfil the requirements of the post.</li> </ul>	<ul style="list-style-type: none"> <li>- Excellent written and verbal communication skills in Welsh</li> <li>- Commitment to continuous professional development.</li> </ul>	Application and interview

## **How to apply**

Download and complete an application form from our website:  
[Cerebral Palsy Cymru application form 2022](#)

Send your completed application form to:

Kate Boddington  
[kateb@cerebralpalsycymru.org](mailto:kateb@cerebralpalsycymru.org)

**Closing date:** 5<sup>th</sup> September 2022 at 5pm

**Interview dates:** 15<sup>th</sup> / 16<sup>th</sup> September 2022

If you have any questions about the role or want to speak to a member of the team about the post, please contact Cerebral Palsy Cymru on 02920 522600 or email Kate Boddington as above.



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