



Life is precious

Providing help and support to special children and their families in the North-east

Application Pack

Marketing and Communications Manager



A Charity Registered in Scotland SC042643

A Charitable Company Limited by Guarantee Registered in Scotland SC465466

Contents

Letter from the Director of Fundraising

About Charlie House

Role Profile

Person Specification

Application Procedure

38 Albyn Place, Aberdeen, AB10 1YN

www.charliehouse.org.uk
info@charliehouse.org.uk
Facebook.com/CharlieHouseHQ
Twitter.com/@CharlieHouseHQ



Life is precious

December 2017

Dear Applicant,

Marketing and Communications Manager

Thank you for your interest in the above role.

Charlie House is a locally based children's charity which engages in activities and projects to support children with complex disabilities and life limiting conditions and their families in North-east Scotland. The charity currently provides a monthly Activity Club, regular activities for siblings and parent carer groups. Since 2014, we have also provided an annual Activity Short Break for families. Our first Community Nurse is in post and we are very excited to develop the Community Support Team going forward.

Recent research has shown that the number of children and young people with a life-limiting condition in Scotland has increased by 50% over the last 10 years. There are at least 1500 children and young people in the North-east with a life limiting condition and we want to be there for every one of them.

Our existing Activities Club, Siblings Club, Parent/Carer Club and annual trip for families to Kielder are already very well attended but our aim is to have more opportunities, emotional support and choices for our families.

This is a new post and is crucial for the ongoing development of our very special charity. As already mentioned this post will enable us to support the expansion and enhance our existing services but also support our long term goal of providing a specialist care and support centre in Aberdeen. This role will be supported by external agencies dependent on the skills that the candidate brings with them.

We are looking for someone who is as passionate and enthusiastic as we are about helping these very special children live life to the full. If you feel that you can help us to deliver our goals, we look forward to receiving your application.

Kindest Regards,

Susan

Susan Crighton

Director of Fundraising

Providing help and support to special children and their families in the North-east

Grampian Children's Respite Care
A Charity Registered in Scotland Number SC042643
A Company Limited by Guarantee and Registered in Scotland Number SC465466
Registered Office: Johnstone House, 52-54 Rose Street, Aberdeen, AB10 1HA



About Charlie House

Grampian Children's Respite Care was established in late 2010 to address the identified difficulties in accessing appropriate care and support for children and young people with complex needs, and their families, in the North-east of Scotland. The charity was launched officially in January 2013 after securing charity registration and the support of NHS Grampian and Social Care professionals in the area for our proposed projects.

In the very early days we commissioned research into caring for a child with a disability. The Carers Report highlighted the difficulties of caring for a child with a disability and the impact on finance, relationships, health and well-being of the whole family. This report echoed many other studies conducted both in Scotland and across the UK by charities such as Carers UK and Shared Care Scotland. It is widely accepted that supporting carers with their caring role means that they can care better for longer and improve the well-being of the whole family.

Children with complex disabilities, and/or life-limiting conditions, more often than not, experience a degree of social exclusion as they are not able to take part in everyday activities that others their age can. They have limited opportunities for making friends, enjoying activities and having fun. The whole family becomes more socially isolated than most and are often dealing with stressful caring situations without access to appropriate support.

Our Purpose and Vision

The charity is known publicly as Charlie House; its purpose is to engage in activities and projects to support children with complex disabilities and life limiting conditions and their families in North-east Scotland.

Our vision is that all children with life limiting conditions in the North-East receive the necessary support they require from the very start of their life journey, including a smooth transition from hospital to home, receiving practical and emotional support for the whole family, enjoying activities, making memories and living life to the full.

Providing help and support to special children and their families in the North-east

Grampian Children's Respite Care

A Charity Registered in Scotland Number SC042643

A Company Limited by Guarantee and Registered in Scotland Number SC465466

Registered Office: Johnstone House, 52-54 Rose Street, Aberdeen, AB10 1HA



Our mission is to improve life quality for children with life limiting conditions and their families in North-East Scotland.

Future Plans

In the short term, our plans are to expand the Activities Club, establish sibling and parent carer support groups and expand our community team. In the long term, we will be progressing our plans for a Specialist Care Centre in Aberdeen.

For more information on Charlie House visit our website www.charliehouse.org.uk, check out our Facebook page or follow us on Twitter @CharlieHouseHQ.

Providing help and support to special children and their families in the North-east

Grampian Children's Respite Care

A Charity Registered in Scotland Number SC042643

A Company Limited by Guarantee and Registered in Scotland Number SC465466

Registered Office: Johnstone House, 52-54 Rose Street, Aberdeen, AB10 1HA



Role Profile

Position	Marketing and Communications Manager
Type	Permanent
Hours	Full-time 37 ½ hours per week
Salary	£32,000 - £40,000 depending on experience
Location	Aberdeen, office based
Pension	Company pension in place
Reports to	Director of Fundraising
Role purpose	<p>This is a new role to raise the profile of Charlie House with the aim to ensure that a consistent message reaches those who require our support, whilst also helping the Fundraising Team deliver the required income to provide all our charitable services.</p> <p>This is a key role as we get closer to our dream of building a specialist support centre in Aberdeen, where a major fundraising campaign will be launched to raise the £8m required funds to make our dream a reality.</p> <p>We are aware that we will also have to access external Agency support. The Communications and Marketing Manager, with the support of the Director of Fundraising and the General Manager will be responsible for taking the lead on implementing this.</p>
Responsibilities	<p>Will be determined around the suitable candidate but with agency support will include the following:</p> <p>Develop and manage the Marketing and Communications Strategy including:</p> <ul style="list-style-type: none"> • Develop and manage the annual budget for MarComms. <p>Social Media</p> <ul style="list-style-type: none"> • Develop and manage content based Social Network and blog strategy and oversee input including content creation (blogs, video and infographics). • Analyse and provide regular status reports. • External agency support may be provided. <p>Marketing</p> <ul style="list-style-type: none"> • Create and review content for Marketing collateral e.g. information leaflets, posters, packs etc. • External agency support may be provided. <p>Communications</p> <ul style="list-style-type: none"> • Create and issue relevant press releases whilst building effective relationships with media partners.

Providing help and support to special children and their families in the North-east

Grampian Children's Respite Care

A Charity Registered in Scotland Number SC042643

A Company Limited by Guarantee and Registered in Scotland Number SC465466

Registered Office: Johnstone House, 52-54 Rose Street, Aberdeen, AB10 1HA



	<ul style="list-style-type: none"> • Production and distribution of newsletters. • External agency support may be provided. <p>Website</p> <ul style="list-style-type: none"> • Ensure content is updated regularly. • Analyse and provide regular status reports. • External agency support may be provided. <p>General</p> <ul style="list-style-type: none"> • Outstanding written and verbal communication skills. • Work with external companies who provide printing etc. • Strong corporate and media contacts. • Event support and promotion. • Ability to manage and prioritise a varied workload, working under pressure to tight deadlines. • Excellent collaborative and team skills. • Strong interpersonal and networking skills. • Good computer skills and database knowledge.
Key external contacts	Marketing and PR agency, design agency, press and media, print companies
Key internal contacts	Director of Fundraising, General Manager, Fundraising Team, Services Team, Board of Directors
Other considerations	You may be required to occasionally work out with normal office hours to attend meetings, training etc. Expenses are covered and time off in lieu policy is in place.
Holiday entitlement	25 days annually plus public holidays

Person Specification

Qualifications	<ul style="list-style-type: none"> • Communications/PR/Marketing degree or equivalent experience. • Full UK driving licence.
Essential experience	<ul style="list-style-type: none"> • A proven track record of Communications, PR and Marketing techniques. • Working in the third sector (desirable).
Essential skills & abilities	<ul style="list-style-type: none"> • Organisational, planning and creative skills. • Ability to work under pressure and towards deadlines. • Excellent written and verbal communication skills.

Providing help and support to special children and their families in the North-east

Grampian Children's Respite Care

A Charity Registered in Scotland Number SC042643

A Company Limited by Guarantee and Registered in Scotland Number SC465466

Registered Office: Johnstone House, 52-54 Rose Street, Aberdeen, AB10 1HA



Application Procedure

How to apply

To apply for this post, please read the attached information, role and person specifications carefully. If you feel that your skills are suited to the needs of the role please send or email your CV, with two references, and a covering letter to include a statement identifying any relevant skills, experience and abilities that match the specifications required to:

susan@charliehouse.org.uk

or to:

Susan Crighton
Director of Fundraising
Charlie House
38 Albyn Place
Aberdeen
AB10 1YN

The closing date for applications is **5pm on Thursday 21st December 2017**.

Interviews

Interview dates have not yet been set, but are expected to be in **January 2018** and will take place in Aberdeen. Please indicate in your covering letter any dates that are unsuitable, we will try to accommodate these if your application to interview is successful.

References

Please give the names and addresses of two people who can provide an assessment of your suitability for this post. **One should be your current or most recent employer**. References will not be taken up until the position is offered and accepted.

Work Permit

If you require a work permit to work in the UK please inform us in your covering letter.

Data Protection

All information provided will be kept in accordance with the requirements of the Data Protection Act.

Providing help and support to special children and their families in the North-east

Grampian Children's Respite Care

A Charity Registered in Scotland Number SC042643

A Company Limited by Guarantee and Registered in Scotland Number SC465466

Registered Office: Johnstone House, 52-54 Rose Street, Aberdeen, AB10 1HA