

Job Description

Job title: Projects and Campaigns Lead

Location: Hybrid, Central Office, London OR Home Based

Reports to: Head of Digital, Engagement and Communications

Job purpose:

To manage the delivery of all marketing, communications and fundraising campaigns for the charity, ensuring they are aligned with the strategic objectives and brand values of Speech and Language UK.

Key objectives:

1. To increase the awareness, engagement and support of Speech and Language UK among key audiences, including schools, parents, professionals, donors and partners.
2. To generate income and resources for the charity through effective fundraising campaigns, events and activities.
3. To enhance the reputation and profile of Speech and Language UK as a leading voice and provider of speech and language services in the UK.
4. To support the charity in developing high quality digital and print assets for a variety of stakeholders.

Principle duties and responsibilities:

1. Development of print and digital content and assets:

- To oversee the production of high-quality, impactful and engaging print and digital materials for the charity, such as campaign resources, school prospectuses, annual reports, newsletters, leaflets, posters, banners, videos, podcasts, webinars, etc.
- To ensure that all content and assets are consistent with the charity's brand guidelines, tone of voice, key messages and style.
- In collaboration with the Digital Lead, manage the content calendar and distribution channels for the charity, including website, social media, email marketing, etc, as they relate to projects and campaigns.
- To monitor and evaluate the impact and effectiveness of the content and assets using relevant metrics and tools.

2. Project management:

- To plan, coordinate and deliver all marketing, communications and fundraising campaigns for the charity, from inception to completion, within budget and deadlines.
- To liaise with external agencies, such as telemarketing, design, printing, media, etc., to ensure quality and timely delivery of the campaigns.
- To manage the risks and issues associated with the campaigns and implement contingency plans as needed.
- To report on the progress and outcomes of the campaigns to senior management and stakeholders.

3. Partnership working:

- To build and maintain strong relationships with key partners, such as schools, parents, professionals, donors, sponsors, etc., to support the delivery of the campaigns.
- To identify and pursue new opportunities for collaboration and partnership with relevant organisations and individuals in the sector.

- To represent Speech and Language UK at external events and meetings as required.

4. Team planning and management

- Lead, coach, and develop the projects and campaigns team, setting clear expectations and providing regular feedback and recognition. This role will line-manage a team of three.
- Manage the project and campaign team's budget, resources, and workload, ensuring optimal efficiency and productivity.
- Foster a culture of innovation, collaboration, and learning within the projects and campaigns team and across the organisation.
- Recruit, onboard, and retain top talent for the projects and campaigns team.

5. Record keeping/monitoring:

- To maintain accurate records of all campaign activities, income, expenditure, contacts, etc., using appropriate systems and databases.
- To ensure compliance with all relevant policies, procedures, regulations and legislation related to marketing, communications and fundraising.
- To prepare regular reports on the achievements, challenges and learning from the campaigns.

6. General responsibilities:

- Assist and provide cover for colleagues as directed by your manager.
- Refrain from acting in a manner that in any way endangers yourself, fellow employees, or the public.
- Avoid any behaviour that discriminates against your fellow employees, or potential employees on the grounds of their sex, sexual orientation, marital status, race, religion, creed, colour, nationality, ethnic origin, or disability.
- Safeguard at all times the confidentiality of information relating to children, staff, and Speech and Language UK's work.
- Abide by all relevant Policies and Procedures.

Speech and Language UK is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

This list of duties and responsibilities is by no means exhaustive and the postholder may be required to undertake other relevant and appropriate duties as required. This job description is subject to regular review and appropriate modification.

Person specification

Criteria	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Experience developing and managing engagement campaigns including the commissioning of digital and print assets. • A track record of implementing innovative solutions in a campaign or project context. • Proven experience in managing successful marketing, communications, or fundraising campaigns. • Demonstrated experience in producing various forms of content, from print materials to digital assets. 	<ul style="list-style-type: none"> • Experience in the nonprofit sector. • Experience in managing and developing a creative team. • Experience of working towards movement building.
Skills, knowledge and attributes	<ul style="list-style-type: none"> • Creative flair and ability to produce engaging content for different audiences • Ability to align project and campaign strategies with the overall goals and mission of the organisation. • Excellent project management, communication and interpersonal skills • Ability to work effectively with cross-functional teams and external partners. • Analytical and data-driven mindset, with the ability to measure and report on digital performance and ROI. • Strong financial management skills. • Familiarity with the legal and regulatory environment relevant to marketing, communications, and fundraising in the UK. 	
Other factors	<ul style="list-style-type: none"> ▪ Empathy with the aims and strategy of Speech and Language UK and the cause of better communication for children, and the ability to communicate these to others. 	