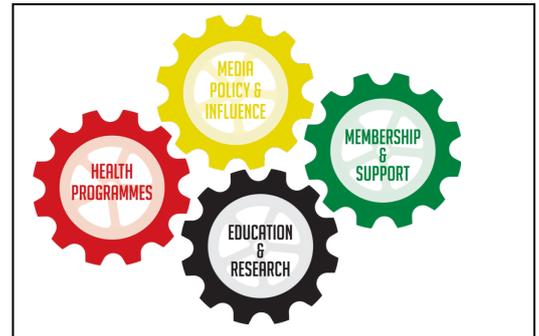


Who we are: About CAHN

The Caribbean, African Health Network (CAHN) is a Black-led organisation set up in 2017 in Greater Manchester to address long standing health disparities in our community. From humble grass roots beginnings we have grown to become a national organisation leading the call to challenge and address the wider social

determinants and reduce health inequalities for

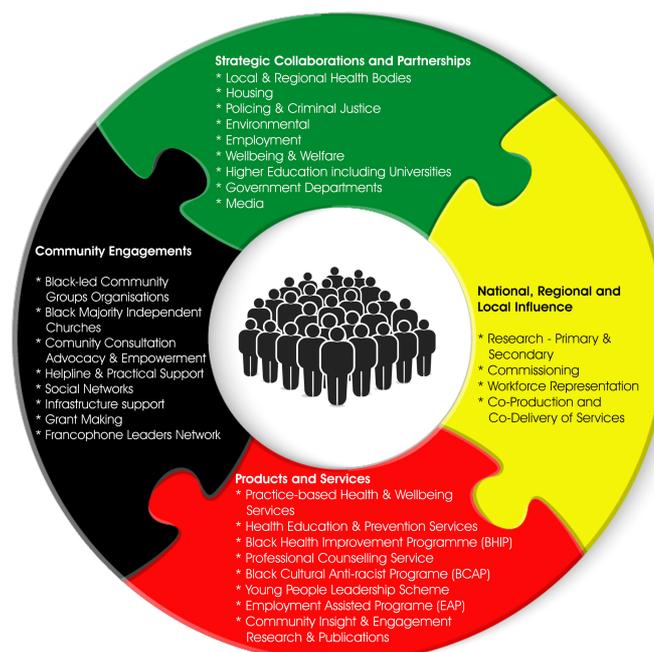
people of Caribbean & African heritage. We work with, within and for the Black community and cross-sector organisations to build community resilience, equitable relationships and a social movement to reduce health disparities and wider societal inequalities.



CAHN's work is about creating positive impact for people within our communities, and our **vision** is to eradicate health disparities/inequalities within a generation for Caribbean & African people.

Our **mission** is to lead strategic engagement to change the unhelpful and ineffective practices of service providers, commissioners, and member organisations. We seek also to influence, improve and progress policy and practice at the national and regional level in order to ensure that racial and social justice is a key focus of health and other sector service reform.

Caribbean and African Health Network



Job Description

Job title: Communication and Marketing Manager

Accountable to: Chief Officer

Type of Position: 24 Months Fixed Term (extension subject to funding)

Work hours: Full time (35 hours per week)

Employment Start Date: February 2022 (could be negotiated)

Location: Flexible working (occasional travel to Manchester)

Salary: £33,258 - £35,733 (dependent on experience) plus pension

Deadline: Monday 10th January 2022 @12 noon

Submit application to hr@cahn.org.uk

Interviews: 18th and 19th January 2022

Application Contact: To discuss any queries about the application please contact charlesk@cahn.org.uk or telephone 07575 579377

This role is part funded by The National Lottery Community Fund



What will be involved: About the role

We are looking for an experienced Communications and Marketing Manager to co-ordinate the core activity of the communications team and facilitate the delivery of CAHN's communications and marketing strategies, ensuring that all activities are cohesive, support the strategy and vision of the organisation in highlighting and eradicating health disparities and wider inequalities for the Caribbean & African community.

Key Responsibilities

- Refresh and lead on implementing CAHN's communications and marketing strategies, including identifying messages and plans for engaging with the Black community and key stakeholders.
- To devise and deliver robust multichannel marketing plans to raise awareness of CAHN, driving engagement with Government, statutory bodies, corporate partners, donors, and funders in order to support our ambitious three-year growth strategy.
- To have overall responsibility for every element of day-to-day marketing activity, to include PR, media liaison, advertising, social media (organic and paid), digital (SEO, digital PR, Google Ads), events, photography direction, design and brand stewardship.
- Bring innovation and best practice to your role, blending creative

- thinking with organisational operations and strategy.
- Lead on brand guardianship - ensuring brand and house style consistency across all marketing and communications outputs and advising colleagues across the organisation.
 - Lead on the communications support and brand guidance for fundraising and service delivery teams, working with them to plan activity, refine key messages, and define target audiences.
 - Lead on and support on the production and writing of relevant content such as news stories, campaign copy, email newsletters, website pages, external articles, press releases for Family Fund's publications as requested.
 - Work closely with the Fundraising team to advise and develop materials to reach new supporters, donors and beneficiaries, as well as maintain engagement with existing ones.
 - Provide editorial and proof-reading support to team members and other colleagues.
 - Lead on the development and monitoring of brand guidelines and key messages.

Essential Criteria: We are looking for someone who is/has

- A strong track record in leading and managing a Marketing and Communications Team, preferably in a charitable organisation.
- A minimum of a degree level or equivalent qualification in marketing/communications.
- Experience in managing staff within a context of a number of competing, and sometimes very urgent priorities/ demands.
- Highly developed written and verbal communication skills, and an ability to identify, distil and convey key messages in a succinct manner.
- A proven track record in establishing positive relationships with people (internal and external) at various levels, including key stakeholders.
- A high level of creativity in ideas generation and be able to solve problems.
- A high degree of professionalism, business understanding, integrity and credibility.
- Strong digital product knowledge and skills.
- Proven track of all-round communications experience including media relations, website content management, digital marketing and social media.
- Knowledge of, and expertise in using, digital marketing tools and applications.
- An understanding of fundraising and corporate social responsibility.
- An excellent track record of achieving objectives by successful delivery of campaigns – across both digital and traditional channels to deliver sales leads and support fundraising.
- Experience in analysing campaigns and project results, report progress and results regularly and feed any learning into future work.
- Copywriting and proofreading experience in a charity and fundraising context, establishing the case for support and framing strong,

compelling copy in press materials, newsletters, websites, blogs and social media.

- Highly computer literate with hands-on experience of using MS Office and platforms and tools such as CRM, Mailchimp, Google analytics, Google Ads, PowerPoint and more.
- Excellent personal planning and project management skills.
- Ability to produce communications and marketing that complies with the Equality, Diversity, and Inclusion agenda, especially in relation to accessible information and communication

The successful candidate will need to be able to demonstrate:

- Excellent inter-personal and negotiating skills
- Attention to detail, highly organised, with good time management skills.
- Self-motivation and adaptability within the role
- Strong analytical and problem-solving capabilities
- A high level of emotional intelligence and stability in challenging situations
- Compliance with the principles of Equality, Diversity and Inclusion, intersectionality, and health inequalities. Ensuring that this agenda is incorporated into all aspects of work (internally and externally)
- Adherence to the values of Respect, Empower, Integrity and Influence by working positively as part of a team delivering vital high-quality services to promote a working culture where all are valued and encouraged.
- Ability to operate within the framework of CAHN policies and procedures
- Ability to work virtually and across various physical spaces
- Adherence to undertake any other duties commensurate with the role
- Willingness to champion health inequalities and ability to take on a Health Champion role for a relevant health condition.

What next? How to apply

Applicants are asked to provide a current CV and a covering letter (2 pages maximum) outlining evidence against the essential criteria in the job description. Please complete a CAHN Recruitment Diversity Monitoring Form. Please provide examples of projects/initiatives that you have personally managed or had significant involvement. Be bold and show us in your own voice why you want to join us in our mission to eradicate health disparities/inequalities.

As a charity that values and celebrates people's diversity and champions opportunities for all young and disabled people, we are keen to receive applications from people who have experienced disadvantage and from those who are empathetic of the challenges the Black community.

Submit application to hr@cahn.org.uk