

Marketing Manager



Ronald McDonald
House Charities™
United Kingdom

Keeping families close™

Ronald McDonald House Charities UK

Candidate Information Pack



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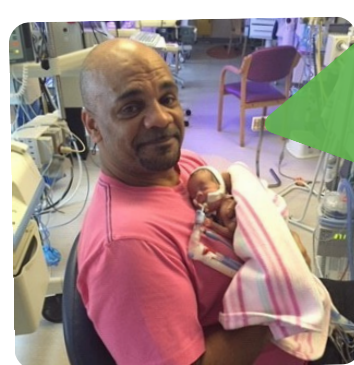
Hope's story

Your support helps us to keep families near to their child in a hospital far from home, by providing free 'home away from home' accommodation minutes away from their child's bedside.

BB When Hope was born at just 24 weeks she could fit in the palm of my hand. I slept in a chair at the hospital for the first three weeks of Hope's life because there was no other option available to me. Then a room became available at the Ronald McDonald House Camberwell and I stayed there with my family for about six months.

It's a truly amazing charity. The team at the House are a lifeline for somebody to talk to after spending hours each day in a hospital environment. They're always there to help.

As you may imagine, Hope's first few months of life were very intense and she had numerous health issues, one of which was chronic lung disease. This won't change until she's five when lung tissue rejuvenates in every child. The doctors and staff at King's College Hospital are fantastic and gave Hope the very best care and attention, allowing us to move Hope to a hospital nearer home six months later.



However, during those uncertain months, to be given a lovely room with its own bathroom at the Ronald McDonald House allowed my family to function with some semblance of normality at a truly stressful time. In addition to the wonderful staff, the communal kitchen and lounge areas meant that we were able to connect with other families going through a similar time with their children. We remain friends with some of the people we met there.

We were at the Ronald McDonald House over Christmas, when Hope was just a month old. The staff made sure that we were able to celebrate Christmas with our eldest daughter, Faith, with a beautiful tree, presents for everyone and a cheery, festive atmosphere prevailed. Faith was even allowed to help the staff on reception, so she was definitely made to feel part of the Ronald McDonald House Charities "family".

Now, four years later, Hope has overcome her many obstacles and attends nursery with her friends. She's still quite tiny, but certainly makes her opinions known!

I didn't know about the Ronald McDonald House Charities before we needed to use it. It was unquestionably a lifeline for myself and my family. Everybody has a different story in the Camberwell House and everybody tries to help each other.

I don't believe I will ever be able to repay the House for what it has given us, but I am a huge champion of the Charity and do whatever I can to show my appreciation of their dedication to families like mine – whether that is by donating items to the House, or fundraising. My aim is to raise £2,000-£3,000 per year and I'm happy to say that this target is always "smashed". I had a lot of friends and acquaintances friends who didn't know about the Ronald McDonald House Charities before... well, they do now!



Message from Jon Haward, Executive Director, Ronald McDonald House Charities UK

Hello,

Thank you for your interest our current vacancy with Ronald McDonald House Charities UK. Keeping families close is at the heart of everything we do; we build and run Houses that provide a 'home away from home' for families who have a sick child in hospital. To make sure we have the funds, partners and talent to deliver this service, we need an exceptional Marketing Manager to help raise awareness of the Charity and work across all stages of the donor funnel.

The Marketing Manager is a vital part of the MarComms team. There are lots of exciting projects and challenges in 2022; we're looking for the right candidate to hit the ground running, problem solve, develop relationships internally and externally and deliver results.

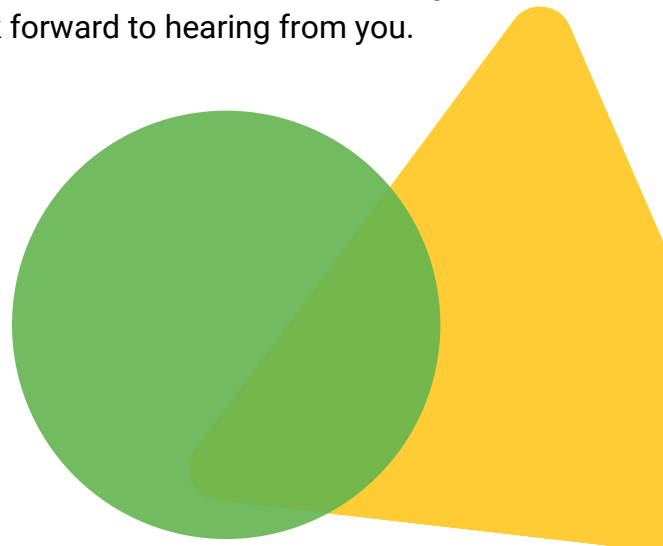
The right candidate would have worked a minimum of five years in a senior marketing role and have solid experience with line management and leading a team. You'll enjoy and have experience in managing multiple marketing agencies and come to the Charity with past brand campaign successes and learnings to share.

The Job Description and Person Specification will tell you about the role itself and detail the kind of person we are looking for. Our website (www.rmhc.org.uk) will tell you more about the great work we do and the difference we make to the lives of families with sick children.

If this opportunity excites you and Ronald McDonald House Charities UK is something you can wholeheartedly support, then I very much look forward to hearing from you.



Jon Haward
Executive Director
Ronald McDonald House Charities UK



RMHC UK: Who are we?



Our History

Ronald McDonald House Charities was born out of the unlikely partnership of Dr Audrey Evans, an oncologist at the Children's Hospital of Philadelphia, McDonald's and the American Football team, the Philadelphia Eagles.

A player for the Philadelphia Eagles had a daughter suffering from leukaemia, which prompted the team to raise in excess of \$100,000 dollars to support the hospital. Dr Evans and her team were extremely grateful and shared her need for another \$32,000 to fund the build of a house where families of the children in the hospital could get proper rest, away from the ward.

McDonald's were using the Eagles players as part of an advertising campaign and offered to donate the proceeds from sales of their 'shamrock shake' to help build the House. They asked that the House be known as the Ronald McDonald House, and on 15 October 1974, the first Ronald McDonald House opened its doors in Philadelphia, USA. From this date, Ronald McDonald House Charities has spread across the world, forming new and independent branches in over 50 regions and countries.

In the UK, Ronald McDonald House Charities was established as an independent charity in 1989. Our Houses not only provide families with accommodation, but with a space where they can rest, cook and take time out from the hospital, so they can continue to stay strong for their child. Children that require specialist medical care often have to travel long distances to receive treatment. Our Houses are located next to specialist children's hospitals, and we have 12 Ronald McDonald Houses in the UK.

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|  Camberwell King's College Hospital London |  Tooting St George's Hospital London |  Moorfields Moorfields Eye Hospital |  Oxford Oxford Children's Hospital |
|  Arrowe Park Arrowe Park Hospital |  Cardiff Noah's Ark Children's Hospital |  Birmingham Birmingham Children's Hospital |  Brighton Royal Alexandra Children's Hospital and Trevor Mann Baby Unit, Brighton |
|  Manchester Royal Manchester Children's Hospital and St Mary's Neonatal Unit |  Southampton Southampton Royal Children's Hospital and Princess Anne Hospital |  Evelina London Evelina London Children's Hospital |  Edinburgh Royal Hospital for Children and Young People |

RMHC UK: Who are we?

We help families stay close to their children in hospital by providing free accommodation in our homely and welcoming Ronald McDonald Houses.

In an average year, we support over 6,000 families, providing a safe and supportive environment right by the children's hospital. We save families more than £1,800 in out of pocket accommodation expenses.

The best medical care for children isn't always close to home. Families often find themselves travelling long distances to get to their child's hospital. In 2020, on average families lived more than 70 miles from the hospital their child was in.

A Ronald McDonald House is more than just a place to stay. We run free activities and events to entertain siblings and bring families together. We are there for them during difficult times and we are there to celebrate important milestones.

We believe that families together are stronger. And getting adequate sleep, food and time away from the ward, allows parents to fully participate in their child's medical journey. Families can stay for as long as their child is in hospital.

McDonald's

One of our founding organisations, McDonald's has supported the Charity in the UK since the very beginning, in 1989. They display collection boxes in restaurants, hold fundraising days and do so much more.



Job Description and Person Specification



Ronald McDonald
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| Job Title: | Marketing Manager |
| Reports to: | Head of Marketing and Communications |
| Direct reports: | Digital Marketing Manager and Marketing Officer |
| Location: | Ronald McDonald House Charities UK, based at McDonald's Restaurants Ltd Head Office, 11-59 High Road, East Finchley N2 8AW. |
| Contract: | Permanent, 35 Hours (5 days per week) - open to job-share or part-time requests |

Job Purpose:

Ronald McDonald House Charities UK has a renewed focus on growing our brand and exciting plans to build the Marketing and Communications team. Our focus for the next few years is to grow the Charity's trust and reputation, through working closely with our Mission Partner, McDonald's, developing new brand partnerships, improving our performance across digital channels and ensuring brand consistency.

The Marketing Manager is a newly created role. Reporting into the Head of Marketing and Communications, you'll be responsible for overseeing marketing activity that delivers on the strategy. You'll help assess our marketing mix and create opportunities through brand campaigns and partnerships.

Your team will also be responsible for working towards 100% brand compliance across the Charity and will help support the Income Generation Team by reviewing plans, providing guidance and developing marketing materials.

The Marketing Manager will work closely with the Communications Manager and Content Specialist to deliver integrated campaigns and to ensure the brand is represented appropriately across all our channels.

The ideal candidate will have a proven track record of delivering on brand campaigns and partnerships, working across traditional marketing channels such as outdoor advertising as well as solid experience with digital advertising. An understanding of how to grow and strengthen brands is essential, as well as a willingness to adopt a test and learn approach.



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Main Relationships:

Multiple internal and external relationships to include; Marketing and Communications Team, House Managers, Fundraisers, Challenge Events Team, agencies.

Key Responsibilities:

- Develop a yearly brand campaigns plan that delivers on the marketing strategy
- Lead on campaign planning and execution
- Report on campaign performance and ROI
- Work with agency to run brand health / tracking surveys
- Ensure all national and regional communications adhere to brand and style guidelines
- Implement a regular competitor review process
- Be part of the working group leading on a full audience review / deep dive in 2022
- Develop and initiate brand partnerships to help us reach new audiences
- Work closely with the McDonald's Marketing and Digital teams to improve visibility of the Charity with customers
- Take ownership of the full promotional mix (excluding PR), review channels, delivering a plan to improve on KPIs, for example website, email, social media, DM, digital advertising, paid search, SEO
- Oversee the team to work with and support key fundraising events and campaigns
- Manage directly, or oversee management of, a range of agencies including creative agencies, media agencies, digital agencies, designers, print companies and research agencies
- Oversee the work of two direct reports, coach and train the team and oversee their performance and development
- Forecast, manage, and take ownership of specific budget lines
- Other relevant duties as reasonably requested



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Person Specification:

Knowledge and Experience:

- Minimum five years of experience working in a senior marketing role
- Experience with shaping and evolving a brand, preferably in the charity sector
- Budget management experience
- Proven experience of delivering highly effective integrated marketing campaigns
- Has developed and managed partners
- An experienced line manager
- Experienced at managing agencies
- Knowledge of SEO
- Solid experience in digital and traditional advertising methods
- Experience with refining and implementing brand guidelines
- Strong knowledge of the charity sector

Skills and Abilities:

- A can-do attitude and a self-starter
- A strategic thinker
- Good interpersonal skills and ability to build close-knit relationships with outside agencies and internal colleagues
- Highly organised with the ability to prioritise
- Good numerical skills
- Excellent written communication skills in English
- Excellent verbal communication skills
- Ability to use initiative and make decisions
- An enthusiastic problem solver
- Excellent project management skills
- Friendly, outgoing, and willing to help in all areas of the Charity
- Superb attention to detail
- Excellent team-working skills
- Ability to work as part of a team to achieve goals

Values

- Respect an inclusive workplace and works diplomatically with a variety of different audiences
- Show cultural and interpersonal sensitivity, working well within a team
- Promote the Vision, Mission, and Core Values of Ronald McDonald House Charities UK

Summary of Benefits Package



We are able to offer the successful applicant a highly competitive salary and benefits package.

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|---------------------------------|---|
| Pay | £38,000-£42,000 per annum plus London Weighting Allowance of £3,000. |
| Hours of Work | 35 hours per week. Flexible with core hours between 10am and 3pm. |
| Holiday | 28 days (plus Bank Holidays), increasing by two days after three years' service. |
| Employee Discount Scheme | You will have access to a discount through Rewards Gateway: this includes discounts on some menu items from McDonald's Restaurants Limited and discounts from a wide variety of High Street and online retailers. |
| Service Awards | To celebrate major service anniversaries, we give all staff vouchers which can be used at a number of High Street and online retailers. |
| Private Healthcare | We give all staff, their spouse or civil partner and any dependent children up to the age of 25 free membership of a private medical care scheme. |
| Pension Scheme | Ronald McDonald House Charities UK offers a Stakeholder Pension Plan to all salaried employees. This pension plan includes a minimum of cover of 1x annual salary life assurance. |
| Training and Development | We aim to create a learning environment that enables all our employees to be proficient in their job and to feel that they make a valuable contribution to the Charity's overall achievement. You will be able to request time to train or to undertake accredited programmes leading to a qualification, or, for unaccredited training, request assistance to help you develop skills related to your job. |

How To Apply

Closing date: Monday 17 January 2022

Applications should be sent to:

Lauren Gotlieb via RMHC.Recruitment@uk.mcd.com

If you would like to talk about the role before applying, please call: 020 3892 0646

The closing date for applications is midnight on Monday 17 January 2022

Please enclose:

- CV
- Cover Letter

All applications will be considered immediately after the closing date and candidates informed if they have been shortlisted for an interview.

Interviews will be conducted by Lauren Gotlieb, Head of Marketing and Communications.