

**a carers network for a caring future**



# Application Pack

**Communications and Marketing Manager**

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# Welcome from the Chief Executive

## Dear applicant,

We are delighted that you are interested in the role of Communications and Marketing Manager. We are looking for an outstanding individual to work with us and a newly formed team as we take tide through a significant period of development and growth. This is a particularly exciting time to join our team.

There are an estimated 850,000 people in the UK living with dementia, supported by thousands of unpaid carers. Many carers of family or friends living with dementia report that they receive insufficient support from health and social care services, leaving them feeling isolated, burnt-out and unable to look after their own well-being. The number of carers is set to increase over the coming years, so it is vital that carers are given the opportunity to speak up for themselves and come together to raise their profile, voice their needs and influence better quality of care and support at all levels.

Tide is the UK wide involvement network for carers and former carers of people living with dementia. The overall aim of the tide network is to improve their experiences as unpaid carers as well as the services available to those they care for, by giving carers the skills and confidence to speak up and influence change. In recognition of these needs, in addition to the funding already in place from Life Changes Trust to establish tide in Scotland, the Big Lottery is providing a three-year grant for tide to become established in England, Wales and Northern Ireland.

We are a collaborative, hard-working and fun team, with lots of mutual respect and support to reach organisational goals. In your role you'll need to demonstrate care and compassion, flexibility and a solution focus. If you believe you have the experience, skills and qualities we are looking for, we very much look forward to hearing from you.

**Anna Gaughan**  
**CHIEF EXECUTIVE**

## About Us

**"A world where carers of people with dementia use their voices,  
and society reflects and responds to their unique needs"  
- tide's vision**

**We work to achieve our vision by making it our mission to ensure:**

Tide connects, mobilises and enables carers of people with dementia to recognise their own value and their contribution to society. Tide offers them opportunities to use their individual and collective experiences of caring to influence policy and practice.



## Our values drive everything we do:

### Tenacious

We will have the courage and resilience to remain dedicated to our mission and have the humility to consider alternative ways of doing this where this will lead to greater impact on improving people's lives.

### Transparent

We will be upfront, open and honest with ourselves and others. To build trusting relationships, we will share our rationale for making decisions and taking actions even when this may be difficult to do.

### Inclusive

We will always value the diversity of perspectives, experiences, knowledge, skills, cultures and beliefs that people have to share and contribute in the pursuit of our mission. All voices will be welcomed and all contributions recognised.

### Empathetic

We will aspire to always understand the feelings of everyone we work with so that they feel valued and respected.

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## The story so far

2009 - 2010

**Life Story Network (LSN) is founded**

*Our team comprises 3 of the founding Directors Jean Tottie, Anna Gaughan and Ruth Eley.  
LSN launched at national conference in Leeds with 250 (800 applied)  
LSN is registered as a Community Interest Company (CIC).*

2011 - 2012

**LSN awarded funding from the Department of Health (DOH) to train 500+ people**

*This gave birth to 'Your Story Matters' and 'Family Carers Matter.'  
'Your Story Matters' is commissioned by North Western NHS trusts.  
DOH award a further grant to LSN to deliver 'Your Community Matters.'*

2013 - 2014

**Social Enterprise Network- North West awards 'Winner' for Best example of collaboration and effective partnership.**

**Carers Call to Action with the Dementia Action Alliance (DAA) in England. 'Family Carers Matter' delivered in 4 local authority areas in the North East.**

**End of Carers' Call to Action with the DAA. LSN agreed to follow on with a carers network**

2015 - 2016

**A total of £71k funding awarded by DOH, Alzheimer's Society & Mersey Care NHS Trust to establish a new carers involvement network.**

**Big Lottery Fund (BLF) award LSN £48k to develop tide.**

**BLF award LSN a further £380k to develop tide in the North West.**

**The team expands.**

2017

**Life Changes Trust (LCT) award LSN £1.4M to develop tide across Scotland. Tide evaluation development workshop.**

**Tide and DEEP produce a film on end of life care discussions shown at the UK Dementia Congress 2017**

2018

**Big Lottery UK Portfolio award a further £1.2M to develop tide throughout the UK.**

**Tide carers contributes to NHSE guidance 'My Future Wishes.'**

**Tide commissioned by Rochdale Borough Council to develop the 'Dementia Dekh Bhaal' project.**

**Co-founder Jean Tottie wins the life time achievement award for dementia care.**

2019

## Where to Next

Our intent for the period **2018-2021** is: to grow a **sustainable UK wide involvement network** of confident, knowledgeable and empowered dementia carers and provide them with opportunities to influence positive changes across society. To support this work we are **establishing tide as a charity**.

Communications and Marketing will play a key role in generating awareness to ensure we are able to generate sustainable income streams. It will also enable more carers to learn about our work and get involved.

# Job Description

Tide is looking for a dynamic and creative marketing professional to grow our social enterprise and showcase our pioneering work with carers of people with dementia.



## Communications and Marketing Manager

The key purpose of this role is to develop our brand to increase trading activity for Life Story Network and further the tide project by increasing awareness amongst carers of people with dementia. The post holder will work to co-ordinate the wider team to support our communications and marketing objectives.

The post holder will manage our websites and multiple social media platforms, as well as curating a story bank, writing newsletters, blogging, writing for press and producing marketing assets.

The post holder will be experienced in all areas of communications and marketing, with a keen interest in utilising their skills for social change.

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## More about the role

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### The Role - Communications & Marketing Manager

#### Reports to the Head of Business Development

The salary for this post is £25,000 - £30,000 depending on experience

#### Based in Liverpool office with occasional UK travel

The Communications and Marketing Manager will lead the development of communications and campaigns for Life Story Network and tide, with a focus on raising the agenda of both bodies of work to achieve increased income and social influence across the UK.

The post holder will manage websites and multiple social media platforms, as well as curating a story bank, writing newsletters, blogging, writing for press and producing marketing assets. The post holder will be experienced in all areas of communications and marketing, with a keen interest in utilising their skills for social change.

This is a superb opportunity to join a young and energetic organisation with a clear future direction and a dedicated staff team and directors who will provide the required support and backing to the successful candidate.

"A world where carers of people with dementia use their voices,  
and society reflects and responds to their unique needs"  
- tide's vision

# Responsibilities

## Communications and Marketing Manager Main Duties and Responsibilities

- Designing and delivering marketing and communications strategies, to generate sales and influence targets.
- Designing and delivering influencing campaigns for tide – including curating a story bank of carers stories and writing campaign briefings around themes.
- Creating content and marketing materials including visual assets.
- Creating, updating and managing website content, leading on SEO strategy and paid advertorials.
- Managing multiple social media accounts, across platforms for both LSN and tide.
- Tracking analytics for regular reports.
- Regularly blogging and writing news stories and responses to policy.
- Engagement with media, journalists, marketing contacts and partners including writing for editorials, creating press releases and relationship building. Proactively seeking out opportunities to share key messages aligned with national campaigns.
- Proactively searching for and identifying national relevant reports / publications and working with key leads within LSN and tide to prepare our responses.
- Training and support for staff / carers in writing blogs and articles and other communications related activities.

## General Responsibilities

- Contribute to and help to maintain a positive, safe and proactive environment which promotes open and transparent communication between carers, staff and the organisation as a whole.
- Embed tide's mission, vision, values and culture, leading by example.
- Take personal responsibility for your own development in the role and participate in training.
- Undertake other tasks, duties or projects which may arise from time to time, which are commensurate with the general level of this post and as directed by your line manager.

# Person Specification

## Skills

- A strong team player who enjoys working collaboratively to deliver results.
- Exceptional and creative written and oral communication skills.
- The ability to work on one's own initiative and demonstrate flexibility in the application of the role.
- Resilient and problem solver.
- A high degree of self-awareness and personal integrity, with the ability to respond positively to constructive challenge and change.
- Systematic attention to detail and accuracy.
- Demonstrable passion for tide's vision and fit to values.
- Be flexible about your working arrangements as the role will involve occasional UK wide travel and overnight stay.



## Knowledge

- Understanding of Communications and Marketing strategy.
- Understanding needs and rights of those caring for people with dementia.
- Knowledge of the different types of communications channels and medium that can be used to promote a cause.

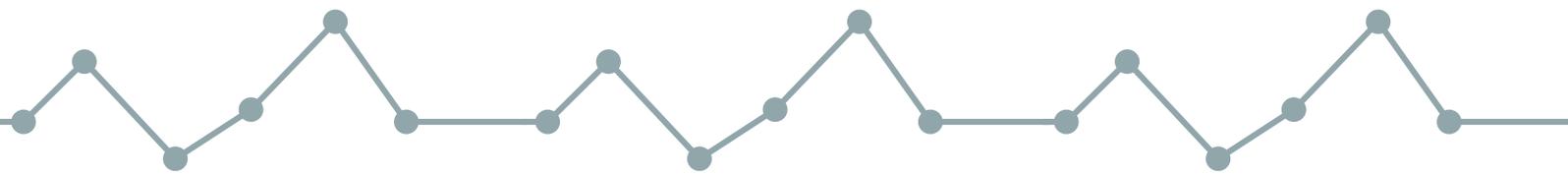
## Experience

- Experience of developing and managing websites.
- Managing digital communications channels.
- Designing marketing materials.
- Producing online and offline content including visual assets.
- Developing marketing and communications campaigns.
- Using SEO and analytics tools to improve organisational effectiveness.
- Responding to opportunities to promote our cause.
- Supporting teams to maximise the potential of social media.

## How to Apply

To apply please email the **application form**, which is available on our website ([www.tide.uk.net](http://www.tide.uk.net)) accompanied by a **monitoring form**, by the **closing date (7th October)**, to **Pauline Burke** at [pauline@lifestorynetwork.org.uk](mailto:pauline@lifestorynetwork.org.uk).

Please state which role you are applying for clearly on any correspondence.



**Closing date:**

**Monday, 7th October 10am**

**Agreement of shortlist:**

**Friday, 11th October**

**Interview:**

**Thursday, 24th October (Liverpool)**

We regret that, due to the high volume of applications we receive, we are unable to provide you with any feedback at the application stage. We look forward to receiving your application.



**tide**<sup>TM</sup>  
together in dementia everyday

**a carers network for a caring future**

The Life Story Network CIC is a Community Interest Company Limited by Guarantee with Registration Number: 08567031. Registered office: 151 Dale Street, Liverpool, Merseyside, L2 2AH