



## Lady McAdden Breast Screening Trust

Job Description	
Post Title	Engagement Manager
Responsible to	Operations Director/Board of Trustees
Date	September 2020
Contract Type	6 Months fixed term contract
Hours	As per contract, but variable to suit needs of Trust

### Job Summary

To devise and lead on an ambitious programme to develop and modernise the operations of Lady McAdden. This will involve developing the support for a new Breast Awareness Programme, creating a Customer Relationship Management system, overseeing the development of the new website as well as helping create a range of other new initiatives to support the future direction of the charity. You will also be expected to draft reports for and attend the Board of Trustees meetings and other key meetings.

### Key Responsibilities

#### Develop the new Breast Awareness programme by

- Building relationships with key stakeholders, nurses and the Southend Hospital focus group
- Identifying income opportunities relating to the service (and wider)
- Promoting the service extensively via all appropriate media channels e.g. Press, social media, etc
- Creating and integrating, via the new website, a new appointment booking system to deliver efficiencies and cost effectiveness for the charity

#### Project management

- Manage the procurement and delivery of a new cost-effective website from quote through to completion within tight budgets, set deadlines and in accordance with grant funding restrictions and requirements
- Project manage effectively and report upon the delivery of any and all other projects as they arise

#### Customer Relationship Management (CRM) System

- Research a cost-effective CRM system to support the future delivery of Lady McAdden services
- Produce an option appraisal report for the Operations Director and Trustees
- Manage the implementation of the agreed new system on budget within tight deadlines
- Optimize use of the system to extract intelligent data to help inform and substantiate income generation and service development plans

#### Promotion and fundraising

- Assist with the maximisation of all income streams of the Trust, both face to face and online
- Research and generate funding opportunities e.g. Bid identification, corporate funding.

- Develop positive links with grant giving institutions, local companies and other groups and explore potential sponsorship schemes
- Create promotional campaigns on social media and email via Mailchimp or other as required and generally maximise the Trust's online presence
- Maximise retail co-ordination and income via managing online seller

### **Additional Responsibilities**

- Assist with co-ordination and booking of Nurse appointments and taking donations
- Cover for the Tilbury Shop Manager as required
- Deputise for the Operations Director as required from time to time, including dealing with Staff and Volunteer matters
- Provide other cover as required
- Plus, any other duties the Trust may require

### **Key relationships**

Managers/ staff  
 Volunteers and supporters  
 Board of Trustees  
 Partner Organisations  
 External Organisations  
 Press

### **Equality and Diversity**

The Trust is committed to promoting equality and diversity and the post holder will be committed to ensuring equity in employment opportunities and in access to healthcare and assessments. All employees have a responsibility to ensure that they understand the standards expected and that they promote and adhere to the equal opportunity measures adopted by the Trust.

### **Smoke Free Policy**

The Trust has a smoke-free policy. Smoking will not be permitted on any of the Trust's premises (including the grounds that the premises are sited on).

### **Confidentiality**

The post holder must maintain confidentiality, security and integrity of information relating to customers, staff and other Trust matters.

This post is subject to the terms and conditions of employment of Lady McAdden Breast Screening Unit Trust.

I have read and understood the obligations placed upon me under the description of my role as outlined above.

Signature: .....

Date.....