

# Job Description

## Macmillan Deaf Cancer Support Project – Communications and Marketing Manager

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| <b>Salary</b>           | £30,000 per annum  |
| <b>Working hours</b>    | 37.5 hours per week  |
| <b>Responsible to</b>   | Project Manager  |
| <b>Appointment type</b> | Permanent  |
| <b>Location</b>         | 21-23 Pelham Road, Carrington, Nottingham NG5 1AP or home based. |

### Context

The Macmillan Deaf Cancer Support Project is part of a range of cancer support projects delivered by Self Help UK and is a UK-wide project that offers emotional and practical support for Deaf individuals living with cancer, as well as Deaf carers supporting someone with cancer. The project provides Peer Support networks – virtual support groups lead by Deaf people enabling Deaf people affected by cancer to connect with others who share similar experiences. The project also provides advocacy in complex situations to help with communication barriers as well as practical assistance to signpost to welfare rights, employment advice, counselling and support.

In 2026, a new Pilot project is being established to create a NHS Professional Development Programme to support the health care system to better support Deaf patients and stimulate service delivery improvements for Deaf people.

The project team is based in Nottingham but has remote workers across the country. Our aim is to support the Deaf Community to be aware of cancer and to reduce the isolation and improve equity and inclusion in cancer care unique to Deaf community needs.

### Job Purpose

As the Macmillan Deaf Cancer Support Project Communications & Marketing Manager, you will play a vital role in shaping and delivering strategies that promote health equity for Deaf communities and provide strategic oversight to SHUK management team in all areas related to Communications and Marketing. This position requires cultural and linguistic awareness, ensuring all communications are accessible and inclusive for Deaf stakeholders while effectively engaging hearing health and care professionals.

Your work will focus on:

- Internal and External communications, with strong emphasis on BSL-first content
- Developing and implementing marketing and communications strategies that resonate with Deaf individuals, carers, and families, as well as healthcare providers, funders, and partner organizations.
- Building strong understanding of health inequality and how it affects the Deaf community in order to create impactful marketing strategies and communications across Deaf communities and health sectors to improve awareness, access, and uptake of services.

- Conducting stakeholder mapping and engagement to build relationships with clinical professionals, patients, carers, and partner charities.

## **Duties and Responsibilities**

### **Strategy & Stakeholder Engagement**

- Lead the creation and delivery of integrated communications plans, including promoting Deaf Cancer Support services and Cancer awareness campaigns tailored for Deaf audiences and health professionals.
- Map and profile stakeholder groups (Deaf individuals/ communities, interpreters, clinicians, voluntary sector partners) to ensure relevance and impact.
- Define and maintain a clear brand identity for the Macmillan Deaf Cancer Support Project and sub projects.
- Design and deliver a marketing strategy to take a new Training and Professional Development Programme to market that aims to support health and care professionals to better support Deaf patients. This will form a 12 month pilot into sustainable delivery of a range of training and development activities delivered by a new team in 2026.

### **Accessible Content Creation & Channels**

- Produce bilingual content (English and British Sign Language) for print and digital platforms, including flyers, newsletters, annual reports, and event materials.
- Manage digital assets: social media (Facebook, Twitter/X, LinkedIn, Instagram), website, email campaigns (CMS/CRM), webinars, blogs, and videos—ensuring accessibility standards (captions, transcripts, BSL videos).
- Create BSL videos and in-vision translations for internal and external-facing content
- Train and support Deaf volunteers to produce BSL-based video and media content
- Guide Deaf-led production of newsletters in BSL and subtitles
- Maintain brand identity and ensure all communications reflect Deaf culture and accessibility best practices.
- Assist internal teams in translating initiatives into BSL format
- Elevate internal staff engagement and share organizational updates in BSL

### **Monitoring, Analytics & Evaluation**

- Track campaign performance and engagement across Deaf and hearing audiences; generate reports to refine strategies.
- Use analytics tools to optimize content and gather feedback from Deaf stakeholders to inform future plans.
- Use surveys, focus groups and analytics to inform future engagement plans.
- Use case studies and performance data to promote the service to clients and other stakeholders

### **Event & Media Relations**

- Coordinate promotional campaigns and event support, including Deaf-accessible webinars and live events with interpreters.
- Pursue PR opportunities in Deaf and mainstream media; manage relationships with journalists, influencers, and broadcasters.

### **Collaboration & Capacity Building**

- Work cross-functionally with fundraising, service delivery teams, and external agencies/vendors.
- Train and support volunteers or interns in accessible communications and Deaf awareness.
- Lead external promotion of community initiatives, events, and projects
- Promote the organisations impact to funders and policymakers.

### **Business Development**

- Develop and Execute a Targeted Marketing Campaign for the CLEAR Programme (Communication. Literacy. Equality. Awareness. Respect):
  - Design and implement a multi-channel campaign (social media, email, website, webinars) to raise awareness of the new training package.
  - Create compelling messaging that highlights the benefits, learning outcomes, and unique selling points of the programme.
  - Ensure all content is accessible and inclusive (e.g., captions, transcripts, BSL videos if relevant).
- Stakeholder Engagement and Partnership Promotion:
  - Build relationships with employers, professional bodies, and sector partners to co-promote the training offer.
  - Develop tailored communications for different audiences (learners, healthcare professionals, funders) to drive enrolment and engagement.
  - Organise launch events or webinars to showcase the training and encourage sign-ups.

### **Other Duties**

- Attend staff meetings and contribute to project development.
- Work flexibly, including occasional evenings/weekends.
- Travel across the UK as required.
- To carry out any other responsibilities that reasonably falls within the scope of the post-holder and to assist with any reasonable duty at the request of the Board of Trustees
- To work in accordance with the vision, mission and values of Self UK and to observe policies, procedures and working practices set out by the Board of Trustees.

### **Other Requirements**

- Ability to work remotely and travel across the UK.
- Attend relevant training and networking events.
- Willingness to undergo DBS check.
- Eligible to work in the UK.

\* Self Help Nottingham has a responsibility under the Asylum, Immigration and Nationality Act 2006 to ensure that all employees are eligible to work in the UK. Prior to commencing employment, the successful candidate will be asked to provide documentary evidence to this effect, for example a UK/EEA passport or identity card; a full UK birth certificate; a Home Office document or visa evidencing the right to take this employment. Please note that the University will not be able to issue a Tier 2 Certificate of Sponsorship for this post.

**Personal Specification**  
**Macmillan Deaf Cancer Support Project - Peer Group Development Worker**

|                                   | Essential  | Desirable  |
|-----------------------------------|--|--|
| <b>Qualifications</b>             | <ul style="list-style-type: none"> <li>• Relevant degree or NVQ level 4+ in communications, marketing, journalism, or PR.</li> <li>• BSL as a first language, CODA or minimum BSL Level 4.</li> </ul>  |  |
| <b>Experience &amp; Knowledge</b> | <ul style="list-style-type: none"> <li>• 2–5 years' experience in communications or marketing within a charity, or health-related setting.</li> <li>• Proven track record in social media management, CMS/CRM systems, content creation, and media engagement.</li> <li>• Strong understanding of Deaf culture and accessibility requirements (e.g., BSL, captions).</li> <li>• Awareness of health sector, NHS systems, and health inequalities.</li> <li>• Understanding of SEO, WordPress, and digital marketing best practices.</li> </ul> | <ul style="list-style-type: none"> <li>• Experience working with Deaf health projects or similar initiatives.</li> <li>• Engaging Clinical Professional communities.</li> <li>• A general knowledge of NHS Cancer services including how services are organised and or patient experience.</li> <li>• Understanding of the community and voluntary sector</li> </ul> |
| <b>Skills</b>                     | <ul style="list-style-type: none"> <li>• Excellent BSL, written and verbal communication skills.</li> <li>• Competency in branding, stakeholder engagement, campaign planning, and analytics.</li> <li>• Proficiency in Office 365, CMS, and social media platforms.</li> <li>• Video recording and editing skills; ability to use tools like Canva.</li> <li>• Ability to collaborate effectively and interview contributors.</li> </ul>  |  |

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|                           | <ul style="list-style-type: none"> <li>• Strong team collaboration and communication skills.</li> </ul>  |   |
| <b>Attributes</b>         | <ul style="list-style-type: none"> <li>• Strong networking and influencing skills across Deaf and hearing communities.</li> <li>• Highly organized with excellent attention to detail and time management.</li> <li>• Creative thinker with a strategic mindset and flexibility.</li> <li>• Ability to work autonomously and collaboratively.</li> <li>• Passion for amplifying Deaf voices and promoting equity.</li> <li>• Willingness to travel occasionally for events and stakeholder engagement.</li> <li>• Able to travel anywhere in the U.K. including Northern Ireland.</li> <li>• Attend Self Help UK centre in Nottingham for Team/training day. Approx. 4 times a year</li> </ul> |   |
| <b>Other requirements</b> | <ul style="list-style-type: none"> <li>• Ability to work remotely including home/office working, via zoom etc.</li> <li>• Ability and willingness to work flexibly with occasional evening and weekend working.</li> <li>• Ability and willingness to travel across the UK from time to time to meet groups and volunteers for training etc.</li> <li>• Can meet the requirements of the UK 'right to work' legislation*</li> </ul>  | <ul style="list-style-type: none"> <li>• Adobe Creative Suite; video editing; SEO expertise.</li> </ul> |

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