

Job Description

Senior Marketing & Communications Officer



Post: Senior Marketing & Communications Officer

Salary: £24,336 to £27,596 (FTE)

Accountable to: Hospice CEO

Responsible to: Hospice CEO

Hours of work: 22.5 to 30 hours per week

Purpose:

- To carry out the marketing and communications function for both the Hospice and the associated Trading Company.

Principal Tasks:

- Write creative and engaging copy for a wide range of purposes and audiences including social media, press releases, external newsletters and printed materials e.g. leaflets
- Source and manage patient, family, volunteer and staff stories, and make key decisions on utilising appropriately
- Manage and update hospice social media channels including daily content for Facebook, Twitter and Instagram and responding to comments and messages
- Manage and update the hospice website including ensuring content is accurate and up to date and posting articles using the website content management system, WordPress
- Maintain a strong relationship with all heads of departments to ensure hospice-wide news and information is communicated through the most appropriate channel
- Use Mail Chimp to design and send supporter emails
- Raise awareness of hospice care and services through a variety of digital and traditional means for national awareness campaigns including Dying Matters Awareness Week and Hospice Care Week
- Plan, produce and manage key marketing campaigns throughout the year including for fundraising events, volunteer recruitment drives and clinical service updates
- Maintain a positive relationship with local press and media representatives
- Manage relationships with external suppliers, including knowledge of design and print specifications
- Assist with the design and production of a wide range of publicity material using graphic design software, Canva, ensuring all materials are consistent and adhere to corporate guidelines and quality standards

- Produce monthly and quarterly reports against key performance indicators to monitor and report on the success of marketing campaigns and to inform future decisions
- Attend hospice events to undertake marketing activities including interviewing participants and taking photographs – sometimes outside of normal office hours
- Manage budgets and monitoring marketing spends
- Work closely with marketing volunteers including photographers
- Demonstrate the hospice's commitment to equality, diversity and inclusion, including being involved in the Derbyshire LGBT+ Rainbow Accreditation programme
- Supervisor and mentor to marketing and communications officer, giving feedback on and approving all elements of workload
- Work closely with the hospice CEO to communicate important hospice messages in-line with yearly strategies
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Child Protection and Vulnerable People:

It is the responsibility of all staff to:

- Safeguard children and/or vulnerable adults; to access training to ensure they know what constitutes abuse, and what support is available to them, at a level appropriate to their role and responsibilities;
- To report any concerns, without delay, to the identified person within their department/division or area of responsibility as per the relevant policies, keeping clear records, and following up as required to ensure necessary actions have been taken.

Equality and Diversity:

- All employees have a positive duty to comply with our Equality and Diversity Policy and to ensure that their colleagues are treated with respect and dignity. It is important to both communicate and promote the equal opportunities policy as part of a collective effort on a regular and ongoing basis.

This job description describes the main duties of the post holder and is not exhaustive. It will be reviewed with the post holder as part of the regular performance review and staff development procedure. This job description does not form part of the Contract of Employment.