

Job Description

Job Title: Digital Marketing Co-ordinator

Grade: Band 4

Hours of Duty: 37.5 hours a week

Organisational Arrangements

Accountable to: CEO

Role Summary

The postholder will be a member of the Marketing & Communications team at Dr Kershaw's Hospice, helping to raise awareness of events and services to generate income for patients and their families.

Alongside other team members, the postholder will develop relationships with external stakeholders and staff across the Hospice to produce content for organic and paid channels. This will include video and photography, social media, newsletters, website and intranet, and email marketing.

Key Responsibilities

Photography, Film & Design

- Capture inspiring and informative imagery and video for use across online and offline channels
- Use design software such as Canva, InDesign, Photoshop and Illustrator to edit
- Complete design tasks briefed via the Marketing Helpdesk by staff across the Hospice
- Work with the Fundraising team to design and implement new ideas for fundraising events and campaigns
- Collaborate with the Marketing & Communications team to produce our bi-annual magazine, Heart of the Hospice
- Brief external videographers, designers and photographers
- Be a brand ambassador, ensuring our communications adhere to our brand guidelines in style, font, brand colours, tone and more

Social Media

- Use Hootsuite to plan, create and manage high-quality social media content (video, imagery, text and paid ads) across Facebook, Instagram, LinkedIn and other platforms

- Work to annual follower targets to increase engagement and followers
- Social media listening and third-party collaboration to maximise engagement
- Monitoring and tracking engagement, including responding to comments and messages, and referring to the relevant departments when necessary

Website

- Update the website via the WordPress CMS (content management system) – including events, blog posts and products
- Identify and implement improvements, including for SEO and accessibility

PR

- Gather appropriate content from across the Hospice, including the clinical team, patients and families, volunteers, shops and fundraisers
- Write and produce imagery for our weekly page in the Oldham Times
- Write and issue press releases to relevant publications
- Develop relationships with journalists and media outlets

Internal Communication

- Work with the Volunteering team to design and write our monthly volunteer newsletter
- Design and write the bi-monthly staff newsletter, Connect
- Update the Hospice's intranet

Reporting

- Report on content performance (website, intranet and social media) via the CMS and tools such as Google Analytics
- Use analytics, feedback and focus groups to inform and edit content
- Identify external trends and opportunities, using these to make recommendations to staff on the best use of marketing channels

Email Marketing

- Create and schedule email newsletters and updates via Mailchimp, using the Donorflex CRM (customer relationship management) platform to segment data

Events

- Support the Hospice at our own and public events as necessary

The above indicates the main duties that may be reviewed in the light of experience and developments within the service. Any review will be undertaken in conjunction with the postholder.

Due to the nature of the organisation, you will undertake any other reasonable tasks or duties that are deemed appropriate by the CEO.

Volunteers

Dr Kershaw's Hospice is generously supported through its active volunteers who work alongside employees of the Hospice, across all departments, helping to fulfil the needs of the services.

As part of all roles at the Hospice, it is expected that all post holders commit to assisting and supporting volunteers to perform their roles to the best of their ability. In addition, it may be required of the post holder to act as a volunteer lead if identified with the Volunteer Co-ordinator, as appropriate.

Health and Safety/Security

1. To be familiar with all requirements of the Health and Safety at Works Acts and the Hospice Health & Safety policies and regulations applicable to the post.
2. To co-operate actively with the nominated Health & Safety person in achieving the aims of the Hospice Health & Safety Policy, Fire Regulations, related issues and various procedures and ensure the legal requirements are met.
3. To take responsible care the health and safety of themselves and of others who may be affected by their acts or omission, and comply with the Health and Safety legislation.
4. To wear appropriate safety clothing and use appropriate safety devices as requires, and not to interfere with or misuse anything which is provided in the interests of health and safety.
5. To report and co-operate with the investigation of all incidents and accidents that have led to or may lead to injury and to report all hazards or shortcoming in the protection arrangements.
6. To ensure as far as predictable that all materials used within the Hospice and its subsidiaries for fundraising activities are properly stored, used and disposed of and that any items of equipment are properly tested, used, maintained and repaired as necessary.

Education & Training

The postholder will:

1. Participate in the Hospice appraisal system.
2. Maintain high professional standards and continue own personal and professional development.
3. Assist in teaching and supervision of other members of staff and volunteers.
4. Participate in the orientation of new staff.
5. Attend all mandatory training/update sessions.

General

1. **Confidentiality** - It is a condition of employment that staff will not disclose any information obtained in the course of their duties other than to those entitled to receive it. The post holder must ensure that the confidentiality of personal data remains secure and the terms of the Data Protection Act and relevant Hospice policies are met in respect of information held on the Hospice computer system.
2. **Equal Opportunities** – The Hospice is committed to equality of opportunity. All staff are required to comply with current legislation and Hospice policies.
3. **Health and Safety** – Staff must ensure they are familiar with the requirements of the Health and Safety Work Act (1974) and the Hospice Health and Safety policies and regulations applicable to their post.
4. **Safeguarding** – Dr Kershaw's Hospice is committed to safeguarding adults and children and expects all staff to share in this commitment. Staff have a responsibility to ensure that they are aware of specific duties relating to their role and should familiarise themselves with the Hospice safeguarding policy. Regular safeguarding training updates will be held and are mandatory for all staff.

PERSON SPECIFICATION

JOB TITLE: Digital Marketing Co-ordinator

Note to applicant: When completing your application form you should demonstrate the extent to which you have the necessary education, experience, knowledge and skills identified for the post.

KEY: E = Essential D = Desirable A = Application I = Interview P = Practical S = Short listing criteria		
Requirement	Essential/ Desirable	Assess from:
Education & Qualifications		
Educated to A-level standard or equivalent, and /or have substantial relevant work experience to a minimum of 5 years	E	A, S
Relevant qualification in fundraising or events or marketing	D	A, I
Experience & Knowledge		
Proven experience of actively engaging with members of the public on all levels	E	A, I, S
Experience in monitoring and evaluating projects	E	A, I
Experience in managing data on CRM (Customer Relationship Management) systems and good knowledge of GDPR	D	A, I
Experience of working in the charity sector	D	A, I
Demonstrable knowledge and understanding of Digital Marketing and communications	E	A, I
Experience of utilising multiple social media accounts and social media content planning.	E	A, I
Experience of CMS web software and updating websites.	D	A, I
Knowledge of social and web analytics.	D	A, I
Experience of creating engaging video content or briefing a videographer on projects.	E	A, I
Good written skills with the ability to create engaging content.	E	A, I
Up-to-date knowledge of best practice within the charity sector generally and particularly changes to communications, legislation, and codes of practice.	D	A, I
Experience of building effective relationships with key internal and external stakeholders	E	A, I, S
Excellent written and verbal communications skills	E	A, I, S
Networking and strong interpersonal skills – the ability to build good relationships across all levels of the organisation and externally	E	A, I

Experience with design software: Canva, InDesign, Photoshop, Illustrator, PDF Editor	D	A, I
Personal Attributes		
Full clean driving license with access to own car	E	A, I, S
Ability to drive Hospice van	D	A, I
Committed to equal opportunities, anti-discrimination, anti-oppressive policy and practice and social inclusion	E	A, I, S
Works in an empathetic and sensitive way at all times, particularly when in contact with or distributing information to/on behalf of Hospice families	E	A, I
Committed to the values and work of voluntary and community organisations	E	A, I, S
Able to work as part of a team and on own initiative	E	I
Enthusiastic and self-motivated	E	A, I
Application of creative and lateral thinking, combined with good problem-solving skills	E	A, I, P
Ability to work on a number of competing high priority projects, using different disciplines, at once	E	A, I, P
Ability to work sensitively with people of differing viewpoints	E	I,
Strong IT, digital and administrative skills	E	I, P
Pro-active and a self-starter	E	I
Ability and willingness to work flexibly including some evening and weekend work	E	I
Able to travel in course of carrying out duties	E	A, I