
Job Description

Post:	Marketing and Engagement Co-ordinator
Salary:	£24,166.89
Reports to:	Marketing and Engagement Manager
Accountable to:	Director of Income Generation & Marketing
Hours:	37.5 hours per week

Job Purpose

- To support the Marketing & Engagement Manager in ensuring the profile of the hospice is increased and opportunities are maximised to raise awareness and uptake of both our clinical services and income generation activities.

Key Duties and Responsibilities

- Lead on updating hospice social media channels including the drafting and proofing of content for Facebook, Twitter and Instagram as well as responding to comments and messages in a professional manner.
- Work collaboratively with hospice departments to source content and manage stories and case studies from fundraisers, service users and staff to use across digital platforms and print publications.
- Update the hospice website including copy writing, refreshing images and videos
- Working on paid-for advertising campaigns on social media and use Google Ads to maximise awareness of the hospice and increase income from our income generation activities.
- Ensure marketing activity that you're responsible for adheres to GDPR.
- Liaise with each department across the hospice to provide marketing support from producing patient information leaflets to promoting volunteering opportunities.
- Utilise MailerLite to develop and create email marketing campaigns and bulletins.
- Report key metrics through Google Analytics, Facebook Insights and other monitoring tools to share with the wider team, ensuring any key learnings are applied to inform future activity.
- Keep informed of national awareness campaigns such as Hospice Care Week and ensure Eden Valley Hospice has a presence both digitally and in print throughout these key campaigns.
- To identify and assist with any visual resource needs such as display stands, videos and presentations on-site and at off-site locations, such as in the hospice shops.
- Act in a customer care capacity, responding appropriately to online queries and questions and social media engagement.
- Help with the delivery and implementation of PR and media opportunities.
- Work with third party organisations, including printers to request quotes, send artwork and assist with proofs.
- Represent the marketing team at hospice planning meetings.
- Create and develop new and innovative ways to communicate the charity messages to both internal and external stakeholders.
- To assist in the production of the hospice newsletters and other publications in terms of copy writing, photography and proof reading, with a view of making with a view of making these publications available digitally
- Produce filmed content, including editing, to support all areas of the hospice

- Maintain all processes in the recording of consent, approval, feedback and media engagement, including updating the CRM system.
- Develop creative communications ideas and keep abreast of latest trends and innovations to help inform our plans.
- Maintain and develop a photo library, ensuring appropriate permissions are in place for their use.
- Daily management of all social media including researching opportunities to grow awareness of the Hospice and generate income across these platforms.
- Utilise our CRM system (Donorflex) to ensure accurate records are maintained, ensure the communication module is utilised.
- Be aware of the latest developments and trends in social media, online arenas and in digital technologies. Suggest new ways to implement these at the Hospice with the aim of raising the profile and awareness of the Hospice.
- Work with the Marketing and Engagement Manager to regularly audit the website and suggest improvements to increase conversions and improve user experience - this may include usability, design or content, as well as ensuring all information is current and accurate.
- To develop new ideas and concepts and produce targeted content for a range of digital communications activity, including e-comms, social media and film.
- Create graphics for use on social media whilst maintaining brand consistency.

Health and Safety

All employees have a duty to take reasonable care to avoid injury to themselves and others. They are to make themselves aware of the Eden Valley Hospice' Health and Safety Policy and procedures, thus ensuring a safe working environment. Line Managers are responsible to promote working safely and ensuring that their team are carrying out duties in a safe manner.

Data Protection and Confidentiality

All employees have a responsibility in line with information governance to maintain confidentiality and ensure the principles of the Data Protection Act 1998 are applied to patients, clients, staff, volunteers and Hospice business information, including electronic information. Only information required to fulfil the duties of the role should be accessed by the post holder.

All employees have a responsibility to use electronic systems in a way that preserves the dignity and privacy of people, helps to ensure services of the highest quality, and is compliant with the law and Hospice policies and procedures

Training

All employees are expected to keep their mandatory training up to date. Line Managers are responsible for ensuring their team have adequate time and resources to ensure all mandated training requirements are completed. Annual appraisals are to be completed in a timely manner, in which relevant development and training requirements are identified.

The range of duties and responsibilities outlined above are indicative only and are intended to give a broad flavour of the range and type of duties that will be allocated. They are subject to modification in the light of changing service demands and the development requirements of the post holder.

This job description is an outline of the main responsibilities. It will be subject to periodic review and amendment.

Person Specification

Qualifications	Essential	Desirable
English grade C or above	✓	
Marketing qualification		✓
Knowledge and experience		
Charity/Not for profit marketing experience		✓
Excellent communication and interpersonal skills	✓	
Sound IT skills including MS office, internet and email	✓	
Attention to detail	✓	
Knowledge of Google Analytics/AdWords		✓
Experience of working to and meeting deadlines	✓	
Excellent working knowledge of social media platforms	✓	
Experience of using video editing software		✓
Skills and abilities		
The ability to think creatively	✓	
Excellent oral and written communication skills – able to write compelling copy for a range of audiences	✓	
Ability to work both independently and as part of a team	✓	
Negotiation and influencing skills		✓
Excellent interpersonal and relationship building skills	✓	
Personal qualities		
Interest in digital marketing	✓	
Commitment to continuous professional development	✓	
Willingness to work very occasional weekends and evenings to fulfil the requirements of the post	✓	
Willingness to engage with the hospice and our areas of work	✓	
Car driver – full driving licence and access to own transport	✓	