

Marketing & Communications Officer

Job Description

Hours: 37.5 hours per week

Responsible to: Head of Income Generation

Overall Job purpose:

To lead on the delivery of all Marketing & Communications across the Hospice, publicising our services, fundraising, retail & volunteering activities to the communities we serve. To play an integral part of generating income for The Shakespeare Hospice via a varied calendar of marketing, press and PR activity.

Main Duties and Responsibilities:

- Development of marketing communications and promotional materials (designing internally for smaller projects and liaising with design/print agencies for larger activities)
- Responsibility for managing and delivering the Hospice newsletter in collaboration with other departments (including print and e-news versions)
- Ensure that the marketing materials integrate with online activity and are produced in a timely manner
- Key marketing contact for all Hospice departments
- Responsibility for the creation, planning and execution of all Fundraising campaigns and appeals.
- Lead on developing and maintaining marketing plans for specific activities such as all events and appeals
- Ensure all marketing activity is produced in line with the Hospice brand guidelines
- Deliver all work accurately ensuring materials are fully edited, proof read and signed off by relevant stakeholders
- Ensure all marketing materials meet legal and regulatory requirements
- Continually raise the profile of the Hospice and champion all aspects of the charity's work

- Ensure the cataloguing of all photographs and testimonials, ensuring that written consent has been obtained relevant to Hospice policies
- Manage the Hospice website, ensuring it is kept up to date at all times and is fully optimised
- Lead on the Hospice's digital marketing strategy, including writing the content for a programme of eshots
- Develop and maintain a sound understanding of all facets of the work undertaken by the Hospice and the Hospice movement
- Deliver robust analysis and evaluation of all marketing and communication activities
- Assist in the innovation and development of new campaigns within the Income Generation team
- Ensure the Hospice's brand is used effectively, acting as brand guardian ensuring the corporate identity is adhered to across the organisation
- Build good working relationships with external agencies and suppliers including designers, mailing houses, printers and photographers
- Develop strong media relationships across the whole region to ensure the profile of the Hospice is raised and to increase the understanding of our services and the need for volunteers and income
- Write all press releases and issue across the region to raise awareness of the Hospice
- Assisting the Head of Income Generation on all filming, recording and photo activities delivered on behalf of the Hospice
- Create PR opportunities for the Hospice
- Lead on the development and growth of social media as a platform of promotion, including writing a social media strategy which incorporates all hospice departments.
- Provide a monthly marketing and communications report to the Head of Income Generation
- Attend Hospice functions where appropriate
- Participate in regular meetings with line manager including annual appraisal and development review
- Abide by all Hospice policies and procedures

THE SHAKESPEARE HOSPICE

Person Specification

Post: Marketing & Communications Officer

Department: Fundraising

CRITERIA	Essential/ Desirable	A	I	T
Personal Skills				
Empathy with work at Shakespeare Hospice	E	Y	Y	
Ability to work on own initiative	E	Y	Y	
Flexibility to work different days/hours as service requires.	E	Y	Y	
Goal Orientated	D	Y	Y	
Clean Driving Licence	D	Y	Y	
Qualifications/Training				
Degree with marketing element	D	Y		
A level standard	E	Y		
Proficient use of MS Office	E	Y	Y	Y
Proficient use of Internet and Social Media	E	Y	Y	
Experience				
Excellent Communication skills – able to relate to a diverse range of people	E	Y	Y	
Excellent organisational skills with the ability to plan, prioritise and complete tasks on schedule	E	Y	Y	
Literacy Skills	E	Y	Y	Y
Numeracy skills	E	Y	Y	Y
Experience of working within a small team	D	Y	Y	
Experience of working in a customer/supporter environment	D	Y	Y	
Willingness and ability to learn new skills	E	Y	Y	
Experience within a fundraising environment	D	Y	Y	
Experience in marketing, websites, and social media	E	Y	Y	

Assessed – A= Application, I=Interview, T=Test