

Job Description

Job Title: Digital Marketing Co-ordinator

Grade: Band 4

Hours of Duty: 37.5 hours a week

Organisational Arrangements

Accountable to: Head of Marketing & Communications

Other Accountabilities: Director of Income Development & Marketing

Role Summary

The post holder will be the joint lead for offline and digital communications and marketing for Dr Kershaw's Hospice focusing on organic and paid channels including the Hospice's social media channels, website and intranet, internal and external newsletters, videos and being key in launching email marketing to our supporters.

The role will see the postholder being responsible for external branding and messaging for campaigns and events to generate income for the Hospice, liaising with teams across the Hospice and communicating effectively with our external audiences to raise our profile.

The postholder will also have an active involvement in supporting the Hospice's events. Working alongside the Fundraising Events Lead to support the delivery of the annual calendar of fundraising events for Dr Kershaw's Hospice, which meet clear financial requirements and KPIs. The events will focus on supporter engagement, supporter growth & cultivation, remembrance & fun activities, and awareness raising.

The role is a dual post working alongside another Digital Marketing Coordinator to manage the Hospice's marketing efforts, and at times will see joint collaboration.

Key Responsibilities

Social Media

- Responsible for the day-to-day management of the Hospice's social media channels, delivering first class content to appeal to our target audience utilising Hootsuite, the Hospice's social media planning system.

- Produce excellent copy paired with appropriate and engaging designed image or video assets.
- Work to annual 'follower' targets striving to increase engagement and followers.
- Monitor local content via Hootsuite streams and collaborate with third party accounts to maximise engagement.
- Monitor and track all social media engagement responding to comments, messages and referring to the relevant Hospice departments as and when required.
- Identify any Hospice complaints or compliments and log these on the Hospice's internal system, Vantage.

Website and Intranet

- Responsible for the day-to-day management of the Hospice's website and intranet, updating content via the online Content Management System (CMS) and continually monitoring and improving online content to engage with key stakeholders.
- Work with Fundraising Leads to develop new website page content for new campaigns and events to enhance the supporter journey and bring in vital online funds.
- Work with internal stakeholders to develop intranet content and make use of web features.
- Problem solve and understand how best to display content and make use of web features.
- Develop the SEO of the Hospice's website focusing on key words and strategic content to rank positively in Google searches.
- Develop the functionality and display of the Hospice's intranet utilising internal surveys and focus groups as insight.

Photography, Film & Design

- Capture inspiring images to promote the Hospice's services and fundraising efforts to use across all offline and online channels, ensuring the right consents are acquired.
- Capture interactive short video footage for online campaigns, utilising design software, such as Canva to edit the clips together with the Hospice's designed brand.
- Utilising the Marketing Helpdesk, prioritise and produce design jobs requested from internal stakeholders for a variety of different audiences.
- Work with Fundraising Leads to design materials to maximise income for fundraising events and campaigns generating design ideas for new initiatives as and when required.
- Utilise design software, e.g. Canva, InDesign, Photoshop, Illustrator as the role requires.
- Be a brand ambassador ensuring all of our communications adhere to our brand guidelines in style, font, brand colours, tone and more.
- Work with the Volunteer Team to design their monthly newsletter to engage with the Hospice's loyal team of volunteers along with designing the monthly staff newsletter, Connect.

Written Content

- Write and issue press releases as appropriate to the relevant media outlets.

- Liaise with journalists and develop crucial relationships to ensure the Hospice's vital messages are heard and shared.
- Create engaging written content paired with imagery for the Hospice's weekly Oldham Times page.
- Be joint project lead for the Hospice's bi-annual external newsletter, Heart of the Hospice, planning and writing content and briefing an external designer.
- Be joint project lead for the delivery of the Hospice's monthly newsletter, Connect, planning, writing engaging content, managing suitable imagery and design, liaising with departments hospice wide and developing crucial, internal relationships.
- Gather appropriate content for digital platforms from across the Hospice, from the clinical team, patients and families, volunteers, Hospice shops, fundraisers and other key stakeholders.

Reporting

- Generate monthly statistics for social media tracking performance and engagement levels.
- Monitor the performance of the website and key landing pages through Google Analytics, adjusting content based on insight.
- Monitor the performance of the intranet and key landing pages through Google Analytics, adjusting content based on insight.
- Make recommendations to staff regarding the best use of marketing channels to achieve their goals in the most effective way.
- Identify and report on trends and opportunities in regards to digital marketing, local charities and the hospice landscape.
- Deliver bi-weekly reports on the work output from the Marketing Helpdesk to the Head of Marketing and Communications reviewing deadlines and future activity.

Events

- Support the Fundraising Events Lead where necessary with the planning and organisation of the Hospice's calendar of events.
- Represent 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 post holder.

Due to the nature of the organisation you will undertake any other reasonable tasks or duties that are deemed appropriate by the Head of Marketing & Communications or the Director of Income Development & Marketing.

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 post holder 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 in meeting income targets and KPIs	E	A, I, S
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
Significant experience of working with and to a wide range of financial and non-financial KPIs	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.	D	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