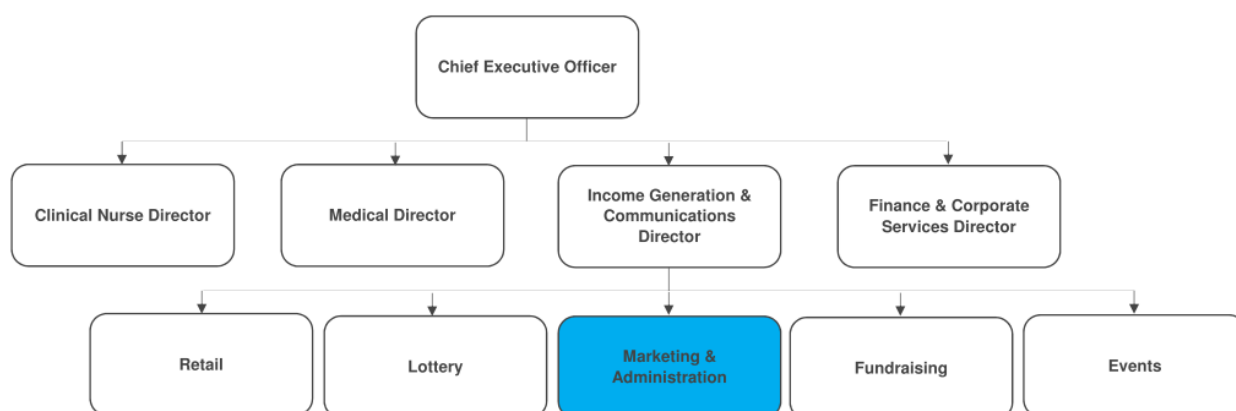


JOB DESCRIPTION

Job Title:	Marketing & Database Manager (fixed term)
Department:	Income Generation & Communications
Post Holder:	tbc
Grade:	Admin 5
Reports to:	Income Generation & Communications Director
Responsible for:	Data & Direct Marketing Co-ordinator Fundraising Administrator

Organisation Chart:



The duties and responsibilities of this post have been assessed as levels of competence required and reflect the skill and knowledge needed to satisfactorily perform the duties of the post.

Job Purpose:	<p>To develop and deliver Bolton Hospice's integrated communications strategy.</p> <p>To provide marketing support for the fundraising department's activities and for other hospice activity.</p> <p>To manage the supporter database and administration support for the fundraising department.</p>
Key Working Relationships:	<p>Income Generation & Communications Director</p> <p>Income Generation & Communications team</p> <p>Chief Executive</p> <p>Corporate Services Manager</p> <p>Key clinical and other hospice staff</p> <p>Volunteers</p> <p>External stakeholders</p>

Role Responsibilities:

Marketing & Communications

- Implement the hospice's integrated communications strategy in line with current priorities and strategic objectives.
- Chair meetings of the Integrated Communications Strategy group to ensure key staff and trustees are informed of and able to contribute to the strategy priorities and activity.
- Develop and deliver cross-channel marketing plans and campaigns for key fundraising and awareness activities, in conjunction with the relevant members of staff.
- Manage, update and continue to develop the hospice's website, ensuring all information is accurate and up-to-date.
- Manage Google Adwords budget and campaigns to drive appropriate website traffic.
- Continue to build the hospice's presence and following across social media platforms including Facebook, Twitter, Instagram, LinkedIn, Snapchat and Pinterest.
- Develop the hospice's digital strategy to ensure the digital effectiveness is maximised and new technology is utilised to improve or enhance activity.
- Plan, deliver and evaluate email marketing campaigns as appropriate.
- Manage print and publication production for the hospice including the supporter newsletter, annual review and other literature.
- Build and maintain an excellent relationship with the local and regional media to ensure exposure for hospice services and fundraising activity is maximised.
- Develop and maintain a bank of patient, family, volunteer and professional quotes and case studies to be utilised to promote the work of the hospice.
- Work with key members of the clinical team to ensure hospice services are effectively promoted to relevant healthcare professionals.
- Work with members of the Support Services team to develop and deliver an effective internal communications strategy, incorporating engagement with staff and volunteers.
- Write copy for and proofread marketing materials as required.
- Plan and deliver direct mail campaigns, analysing available data to make continuous improvements to response and average donation rates.
- Identify and utilise tools and techniques to monitor and evaluate the effectiveness of marketing and communications activity.
- Maintain the hospice's image library and co-ordinate photo shoots to update promotional photographs on a regular basis.
- Provide marketing and communications advice, support and training to hospice staff as required.
- Provide appropriate marketing guidance and support to hospice supporters where required.
- Manage the distribution of marketing materials to ensure maximum exposure of literature to key audiences.
- Source promotional merchandise to support the work of the hospice and the fundraising department.
- Ensure that the hospice's branding and house style guidelines are adhered to consistently by all relevant staff.
- Be an effective and supportive line manager to relevant staff, including supervision, conducting annual appraisals, identifying training needs and developing skills and knowledge.
- Manage the budget for relevant expenditure, reporting on performance to the Income Generation & Communications Director.

- Deputise for the Income Generation & Communications Director where required.

Database & Administration

- Manage the supporter database and ensure data is accurate, up-to-date, regularly cleansed and utilised correctly.
- Provide training and guidance to staff and volunteers on use of the supporter database as required.
- Develop and implement strategic and effective donor journeys to maximise donor value and retention.
- Use data profiling and segmentation techniques to provide insight to support donor retention and identify appropriate supporters for direct mail and email marketing campaigns.
- Oversee the effective management of donor acknowledgment and donation administration, including processing of regular giving direct debit collection.
- Co-ordinate the hospice's Gift Aid claims.
- Lead on the effective recording and management of supporter contact preferences and suppression requests, offering guidance to colleagues on agreed procedures.
- Lead on ensuring departmental activity complies with data protection legislation.
- Ensure that all fundraising administration is undertaken efficiently and accurately.

Other

- Regularly report on performance to the Income Generation & Communications Director.
- Recruit marketing and administration volunteers to ensure that activity is maximised.
- Ensure that marketing and administration activity is cost-effective and that related costs are minimised.
- Maintain high quality marketing and administration activity by regularly monitoring and reviewing activities and by keeping abreast of developments in the wider sector.
- Ensure that all marketing and administration activity complies with best practice, relevant codes of practice and legislation.
- Work within agreed hospice policies, procedures and guidelines.
- Work as an integral part of the team, being sensitive to the needs of the whole team and supportive of other team members.
- Participate in an annual appraisal and undertake training to maintain and develop knowledge and skills as required.
- Any other duties as deemed necessary by the Income Generation & Communications Director.

General Responsibilities:

Health and Safety

All employees have a duty to report and accidents, complaints, defects in equipment, near misses and untoward incidents, following hospice procedure.

Ensure health and safety legislation is complied with at all times, including COSHH and Workplace Assessment.

Confidentiality

All information relating to patients, patients' families, staff, volunteers, supporters and suppliers gained through your employment with Bolton Hospice is confidential. Disclosure to any unauthorised person is a serious disciplinary offence.

Infection Control

Prevent spread of infection. Comply with policies and procedures for correct disposal of waste, sharps and soiled linen.

Training

Managers are required to take responsibility for their own and their staff's development. All employees have a duty to attend training as required by the Hospice.

Safeguarding Vulnerable People (Children and Adults)

All employees have a responsibility to protect and safeguard vulnerable people (children and adults). They must be aware of child and adult protection procedures and who to contact within the Hospice for further advice. All employees are required to attend safeguarding awareness training and to undertake additional training appropriate to their role.

Disclosure & Barring Service Check

This post is subject to a Disclosure & Barring Service check.

Valuing Equality and Diversity

All hospice staff should carry out their duties in accordance with the values and principles of our Equality and Diversity strategy. It is the responsibility of all employees to support the hospice commitment to do all we can to ensure we do not exclude, alienate or discriminate in any way and to promote a positive attitude to equality and diversity in adherence to our Equality and Diversity policy.

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.

Employee Name:			
Employee Signature:		Date:	

Manager Name:			
Manager Signature:		Date:	

PERSON SPECIFICATION

Job Title:	Marketing & Database Manager
Department:	Income Generation & Communications
Grade:	Admin 5

The person specification sets out the qualifications, experience, skills, knowledge and personal attributes which the post holder requires to perform the job to a satisfactory level.

	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
QUALIFICATIONS	Educated to degree level or with equivalent experience	Chartered Institute of Marketing membership/qualification Institute of Fundraising membership/qualification	Application Form
EXPERIENCE	Previous experience working within a marketing, PR or communications role Experience of delivering print based and digital communications activity Experience of delivering direct mail campaigns Experience of managing a database	Experience of developing and delivering strategy Line management experience Budget management experience Charity/not-for-profit marketing experience Experience of managing administration, including Gift Aid claim procedures Experience of working with volunteers	Application Form Interview
SKILLS	Excellent organisational skills, including the ability to manage time and prioritise workload effectively Excellent interpersonal and relationship-building skills Excellent communication skills- able to communicate effectively at all levels and write compelling copy Project management skills	Negotiation skills Influencing skills	Application Form Interview
KNOWLEDGE	Highly computer literate- Microsoft Office packages Knowledge of data protection legislation and fundraising regulations	Working knowledge of fundraising databases/CRM systems Knowledge of the Bolton area Adobe Creative Suite user	Application Form Interview

Continued overleaf...

	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
<i>PERSONAL ATTRIBUTES</i>	<p>Creative flair</p> <p>Self-motivated and able to use initiative</p> <p>Able to work on a number of projects simultaneously</p> <p>Strong teamwork ethic</p> <p>Able to work under pressure and to deadlines</p> <p>A commitment to the vision and values of Bolton Hospice.</p>	<p>Commitment to continuous professional development</p> <p>Willingness to work very occasional evenings and weekends to fulfil the requirements of the post</p> <p>A full driving licence and access to a vehicle insured for business use</p>	<p>Application Form</p> <p>Interview</p>