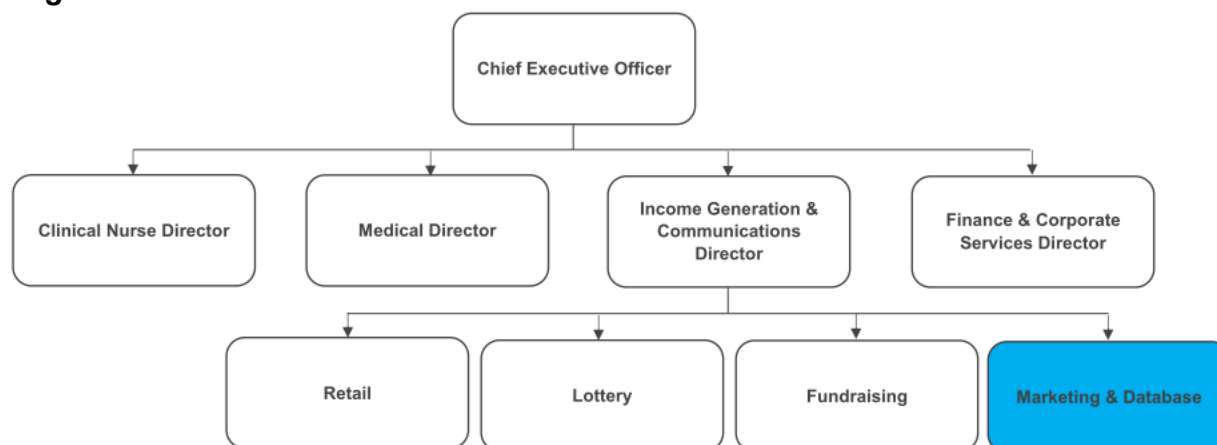


JOB DESCRIPTION

Job Title:	Marketing & Communications Co-ordinator
Department:	Income Generation & Communications
Post Holder:	tbc
Pay Scale:	Admin 3
Reports to:	Marketing & Database Manager

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:	To assist in the delivery of Bolton Hospice's integrated communications strategy and provide marketing support for the promotion of hospice services and fundraising activity.
Key Working Relationships:	Income Generation & Communications Team Volunteers Key Clinical/Other Hospice Staff External Stakeholders

Role Responsibilities:

Marketing

- Work with the Marketing & Database Manager to implement the hospice's integrated communications strategy in line with current priorities and strategic objectives.
- Coordinate the development and delivery of cross-channel marketing activity for key fundraising and awareness activities, working with relevant team members.
- Identify opportunities to promote hospice services to key stakeholders in the local community.

- Monitor and evaluate the effectiveness of marketing and communications activity.
- Ensure that all marketing activity complies with best practice, relevant codes of practice and legislation.
- Ensure that marketing activity is cost-effective and that costs are minimised.
- Champion the use of the hospice's branding and house style guidelines and support colleagues to apply them consistently.
- Source promotional merchandise to support the work of the hospice and the fundraising department.
- Keeping up-to-date with ideas and best practice from across the sector, including through networks with other marketers from hospices and other charities.

Digital

- Work with the Marketing and Database manager to develop the hospice's digital channels and implement the digital marketing strategy.
- Lead on day-to-day content management and interaction with followers on the hospice's social media pages (including Facebook, Twitter, Instagram, YouTube and LinkedIn) and continue to build the hospice's presence and following across all platforms.
- Lead on day-to-day content management of the hospice's website, ensuring all information is accurate and up-to-date.
- Improve and optimize our online user experience, working with the Marketing and Database manager to implement regular website testing.
- Monitor and evaluate the effectiveness of digital activity and develop reporting of all digital campaigns and channels.
- Identify new trends in digital marketing and explore new technologies and opportunities for marketing our fundraising and services.
- Create engaging marketing graphics for digital channels using design software such as Canva, Adobe Photoshop or similar.

Print Management

- Assist with co-ordination of print and publication production including the supporter newsletter, annual review, direct mail campaigns and other literature.
- Write copy for and proofread marketing materials as required.
- Distribute hospice marketing materials to ensure maximum exposure of literature to key audiences.

PR

- Source stories and produce press releases for local and regional media to promote hospice services and maximise fundraising activity.
- Develop and maintain a bank of patient, family, volunteer and staff quotes and case studies to promote the work of the hospice.
- Maintain the hospice's image library and co-ordinate promotional photo shoots.

Relationship Building

- Develop excellent internal relationships to ensure accurate and effective marketing of the organisation.
- Assist in the recruitment and supervision of volunteers to increase and enhance marketing and communications activity.

Other

- Work as an integral part of the team, being sensitive to the needs of the whole team and supportive of other team members.
- Work within agreed hospice policies, procedures and guidelines.
- 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 Marketing & Database Manager or Director of Income Generation & Communications.

General Responsibilities:

Health and Safety

All employees have a duty to report 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.

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.

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.

Disclosure & Barring Service Check

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

Continuous Personal Development

You are responsible for your own professional development, identifying training and development needs to your line manager and completing all mandatory training as required. You must attend any specialist training and development activities relevant to your role within the hospice.

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.

Living Our Values Everyday

All staff must actively support the vision, aim and values of the hospice, promoting our core values at all times and in all aspects of your work.



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 & Communications Co-ordinator
Department:	Income Generation & Communications
Pay Scale:	Admin 3

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.	Marketing / communications qualification.	Application Form
EXPERIENCE	Previous experience working within a marketing, PR or communications role. Experience of delivering print based and digital communications activity.	Charity/not-for-profit marketing experience. Experience of working with / supervising volunteers. Experience of working with bereaved or otherwise vulnerable people. Experience of outreach marketing. Experience using design software such as Canva, Adobe Photoshop or similar.	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 write compelling copy for a range of audiences.	Negotiation skills Strong design skills	Application Form Interview
KNOWLEDGE	Excellent working knowledge of social media platforms. Highly computer literate - Microsoft Office packages. Knowledge of website content management systems	Knowledge of the Bolton area. Knowledge of relevant codes of conduct and legislation related to marketing. An understanding of GDPR legislation. Knowledge of email marketing platforms	Application Form Interview
OTHER	Creative flair. Attention to detail. Self-motivated and able to use initiative. Able to work on a number of projects simultaneously. Able to work under pressure and to deadlines. Strong teamwork ethic. A commitment to the vision and values of Bolton Hospice.	A full driving licence and access to a vehicle insured for business use. Commitment to continuous professional development. Willingness to work very occasional evenings and weekends to fulfil the requirements of the post	Application Form Interview