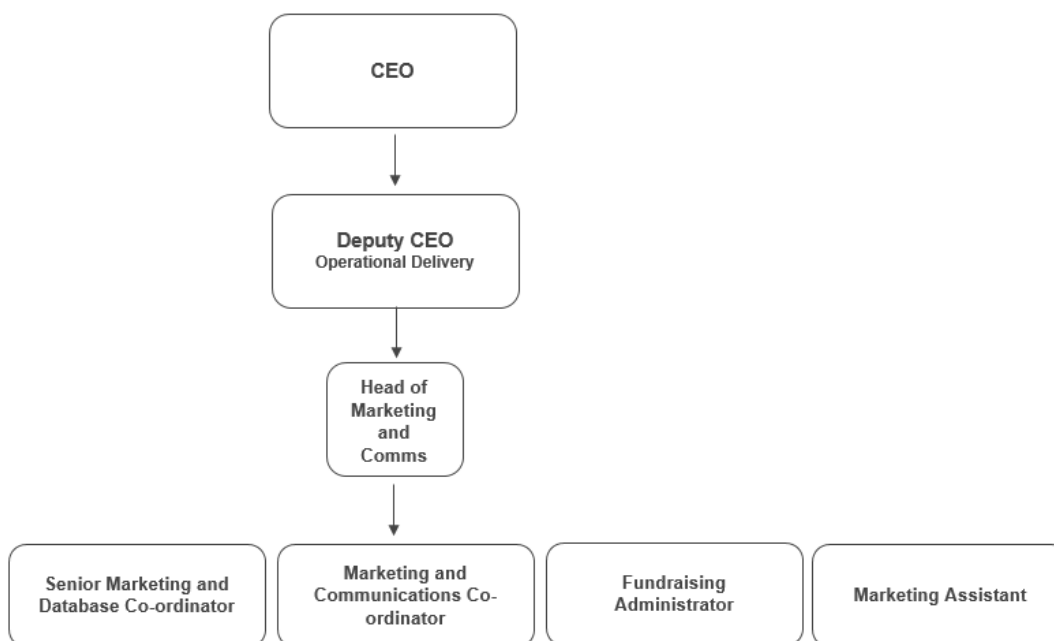


JOB DESCRIPTION

Job Title:	Marketing Assistant
Department:	Marketing & Communications
Post Holder:	tbc
Pay Scale:	Admin 1
Reports to:	Head of Marketing & Communications
Responsible for:	N/A

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 income generation activity.
Key Working Relationships:	Marketing & Communications Team Income Generation Team Clinical Teams / Other Hospice Staff Volunteers External Stakeholders

Role Responsibilities:

- Work with the Marketing & Communications team to implement the hospice's integrated communications strategy in line with current priorities and strategic objectives.
- Assist in the development and delivery of cross-channel marketing activity for key hospice services and income generation activities, in conjunction with the relevant members of staff.
- Assist in day-to-day content management and interaction with followers on the hospice's social media channels (including Facebook, Instagram, LinkedIn, TikTok, X, YouTube).
- Assist in developing & creating engaging content for use across the hospice's social media channels.
- Update content on the hospice's website, ensuring all information is accurate and up to date.
- Assist in creating marketing emails to a range of hospice supporters.
- Assist in print and publication production for the hospice including the supporter newsletter, annual review, direct mail campaigns and other literature.
- Write copy for press releases for local media to ensure exposure for hospice services and fundraising activity is maximised.
- Assist in maintaining a bank of patient, family, volunteer and staff quotes and case studies to be utilised to promote the work of the hospice.
- Write copy for and proofread marketing materials as required.
- Maintain the hospice's image library and assist in promotional photo shoots.
- Distribute hospice 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.
- Utilise the supporter database to maintain accurate records as required.
- Assist in administrative tasks on the supporter database as required.
- Provide cover for the Fundraising Administrator as required.
- Ensure that all marketing 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 Head of Marketing & Communications.

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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 mandatory 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 Assistant
Department:	Marketing & Communications
Pay Scale:	Admin 1

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	Good level of general education, with a minimum of GCSE English and Maths at or above Grade 4 (Grade C), or equivalent qualification	Marketing / communications qualification.	Application Form
EXPERIENCE	Previous experience working within a marketing or communications role.	Charity/not-for-profit marketing experience. Experience using design software such as Canva, Adobe Photoshop or similar	Application Form Interview
SKILLS	Excellent written communication skills Excellent interpersonal and relationship-building skills. Excellent organisational skills.	Strong design skills Video editing skills	Application Form Interview
KNOWLEDGE	Excellent working knowledge of social media platforms. Highly computer literate - Microsoft Office packages.	Knowledge of the Bolton area. Knowledge of relevant codes of conduct and legislation related to marketing. Knowledge of database / CRM systems. Knowledge of website content management systems & email marketing platforms.	Application Form Interview
PERSONAL ATTRIBUTES	Creative flair. Attention to detail. Self-motivated and able to use initiative. Able to work on a number of projects simultaneously. Strong teamwork ethic.	A full driving licence and access to a vehicle insured for business use subject to the Equality Act 2010. Commitment to continuous professional development. Willingness to work very occasional evenings and weekends to fulfil the requirements of the post.	Application Form Interview

	A commitment to the vision and values of Bolton Hospice.		
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