

JOB DESCRIPTION

Job Title	Marketing and Communications Executive
Reports To	Senior Marketing and Communications Executive
Location	Long Ashton and home with occasional visits to the Hospice in Brentry
Department	Fundraising & Communications
Job Purpose	To contribute towards the development and implementation of a marketing and communications strategy for St Peter's Hospice, ensuring all activity, across fundraising, retail and corporate areas will raise awareness of the organisation, support income generation objectives and drive engagement and support from Bristol and the wider area.
Key Relationships	<p>Direct peers</p> <ul style="list-style-type: none"> • x 1 Marketing and Communications Executive • Media and Comms Officer • Graphic designer • Digital Product Manager <p>Key relationships</p> <ul style="list-style-type: none"> • Fundraising team • Retail team • Database team • Wider Hospice
Key Responsibilities	<ul style="list-style-type: none"> • Develop and deliver marketing campaign plans for events, retail, fundraising and corporate campaigns, making use of all on and offline channels and tactics, both internal and external • Write and develop creative briefs and project manage them from creation to delivery, including development of concepts, key messages, managing amend stages and sign off, arranging print and delivery and reporting • Work in collaboration with stakeholders, building effective relationships to enable smooth and efficient job management • Consider all channels when planning campaigns and marketing, and lead on implementation, working with relevant peers where necessary • Work with the wider team to keep our comms plan up to date • Engage with comments, tags, and third party content on social media, providing exceptional supporter care

- Identify opportunities to add value by ensuring our marketing is always the best it can be, trialling new ideas, utilising split testing, referring to research and being driven by data and insight
- Establish effective processes and relationships to ensure marketing campaigns and materials are delivered on time and to budget
- Be a gatekeeper for our brand, ensuring what we produce is always on brand and in the St Peter's Hospice tone of voice
- Create and send regular e-newsletters
- Work with the Graphic Designer and wider teams to create a range of marketing materials suitable for a range of channels
- Report on key marketing metrics for ongoing optimisation of content, as well as creating campaign evaluations
- Provide marketing support at fundraising, retail and wider Hospice events
- Attend press launches
- Help to drive forward the Equality, Diversity & Inclusion aims of the Hospice throughout your role

St Peter's Hospice Values

Excellence - to strive to be the best we can, listen, learn and innovate

Compassion - to show understanding and care in everything that we do

Respect - to value everyone and embrace the value of our differences

Passion - to be proud of our work and the impact we have

Collaboration - to work as one team - built on shared goals and effective relationships

Health and Safety

Under the provisions of the Health & Safety at Work Act 1974, it is the duty of every employee

i) to take reasonable care of themselves and others at work

ii) to co-operate with the Hospice as far as is necessary to enable them to carry out their legal duty.

iii) Not to intentionally or recklessly interfere with anything provided including personal protective equipment for health and safety or welfare at work.

Rehabilitation of Offenders

The Hospice promotes equality of opportunity for all individuals with the right mix of talent, skills and potential and welcomes applications from a wide range of candidates, including those with criminal records.

We undertake not to discriminate unfairly against anyone who has previous criminal convictions and having a criminal record will not necessarily be a bar to employment with the Hospice.

Scope of Job Description

This job description reflects the immediate requirements and objectives of the post. It is not an exhaustive list of the duties but gives a general indication of work undertaken which may vary in detail in the light of changing demands and priorities. Substantive changes will be carried out in consultation with the post holder.

PERSON SPECIFICATION

<p>Qualifications</p>	<p>Essential:</p> <p>Desirable:</p> <ul style="list-style-type: none"> • Marketing or communications qualification
<p>Knowledge & Experience</p>	<p>Essential:</p> <ul style="list-style-type: none"> • Use of social media platforms for posting, scheduling, running ads, reporting and supporter care (A/I) • Creating a variety of different content including reels and videos for all social channels (A/I) • Use of email marketing platforms for sending and reporting on email campaigns (A/I) • Knowledge of SEO, PPC and Google Ad Grants (A/I) • Use of CMS for editing and updating websites (A/I) • Copywriting and proof reading (A/I) • Experience of managing competing demands and priorities (A/I) • Experience managing external suppliers e.g. printers (I) • Use of Microsoft Office (A) • Basic design knowledge (A/I) <p>Desirable:</p> <ul style="list-style-type: none"> • Previous experience in the charity sector (I) • Use of photo editing software e.g. Photoshop (I) • Use of Canva (A/I) • Basic photography (A) • Basic videography (A) • Experience of working with influencers (A) • Experience of analytics and performance management of activities (A/I) • Affinity for the work of the Hospice (A/I)
<p>Skills</p>	<ul style="list-style-type: none"> • Strong communication skills with ability to copywrite and create relevant, on brand content (A/I)

	<ul style="list-style-type: none"> • Creative and ideas driven (A/I) • Ability to take and interrogate a brief from all areas of the organisation (A/I) • Collaborative, with the ability to work well with others and develop effective working relationships across the organisation (A/I) • Ability to work independently and manage time and workload effectively to meet deadlines (A/I) • Ability to analyse data and make decisions accordingly (A/I) • Affinity for the work of the Hospice and an ability to communicate about our services in a sensitive and appropriate way, including interviewing and writing case studies for patients and families (I)
<p>Personal Attributes</p>	<ul style="list-style-type: none"> • Enthusiastic and positive (A) • Exceptional attention to detail (A/I) • Flexible and adaptable (A) • A supportive team player (A) • An understanding and empathy for the work of the Hospice (I) • Driving license and own transport advantageous (A)