

St Teresa's Hospice

JOB DESCRIPTION

1. JOB DETAILS

Job title: Marketing Assistant

Grade: Band 2

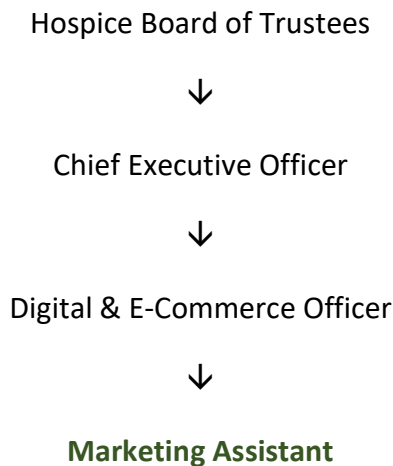
Reports & is responsible to: Digital & E-Commerce Officer

Location: St Teresa's Hospice

2. JOB PURPOSE

To support the marketing team to help raise funds and promote the hospice and its services. The Marketing Assistant is tasked with planning and implementing the charity's marketing activities. This will cover website, email communications, social media and other digital applications.

3. ORGANISATIONAL CHART



4. DIMENSIONS

The Department consists of: 2 people

5. KEY RESULT AREAS

Newsletter:

- Liaising interdepartmentally to establish content for staff bulletin and external newsletter, writing the content and distributing via digital platforms.

Social media

- Answering questions, responding to queries and replying to comments
- Planning and scheduling social media
- Reporting on Social trends

- Reporting on social stats

Website support

- Uploading or editing text
- Updating event pages
- Website maintenance
- Schedule news articles on site

Proofreading

- Proofreading and editing content provided by other departments to ensure a consistent brand voice and ensure relatability and comprehension

Managing Inboxes

- Monitoring, redirecting and where appropriate responding to emails in multiple generic inboxes within a targeted timeframe

Research and Analysis

- finding opportunities for advertising / promoting events
- researching and determining suitability

Other Duties

- Supporting the marketing team in sourcing additional content through talking to patients and supporters of the hospice, collecting imagery where appropriate
- Support with email scheduling

6. MOST CHALLENGING PART OF THE JOB

7. DBS / other checks required:

This post is deemed to require a Basic DBS check via the Disclosure and Barring Service. This is due to the fact that the post has access to premises where we care for children and/or vulnerable adults, and/or to confidential records/company finances/financial information. Further information on the Basic Disclosure service is available from

<https://www.gov.uk/government/publications/basic-checks>

All employees of St Teresa's Hospice are required to provide proof of their identity and eligibility to work in the UK.

Employees will be required to complete compliance checks in line with our current policy, as relevant to their role, such as providing evidence of professional registration, insurance and qualifications, employment history and references, and health clearance.

This job description is intended as a guide to the principle duties and responsibilities of the post. It must not be regarded as precisely defining all duties and will be subject to amendment in the light of developing service needs and changes in health policy.

PERSON SPECIFICATION

All factors must be measurable and justified by the job

	ESSENTIAL	DESIRABLE
KNOWLEDGE AND QUALIFICATIONS		
1. Confidence and experience with social media platforms	✓	
2. Creativity and a knack for storytelling.	✓	
3. Ability to analyse data, measure success, and utilise findings to recommend improvements	✓	
4. Ability to create content for social media platforms that sparks engagement	✓	
5. Level 2 or higher standard of literacy (standard equivalent to GCSE grade C or higher)	✓	
6. Fluent in the English language	✓	
7. Marketing or other relevant qualification at Level 3 or above		✓
EXPERIENCE		
1. Experience with scheduling software (for example hootsuite	✓	
2. Some design experience using software such as Canva.		✓
3. Using brand information to personalise platforms such as Facebook, Twitter, Instagram and eBay websites	✓	
4. Experience in a marketing role or similar		✓
5. Experience of upkeep of website and social media content in a professional capacity	✓	
SKILLS AND COMPETENCIES (demonstrable abilities)		
1. Strong writing and communication skills.	✓	
2. Highly computer literate and able to use the Microsoft Office Suite	✓	
3. Graphic design skills		✓
4. Photography and video editing skills		✓
PERSONAL QUALITIES AND MOTIVATION		
1. Ability to work independently, manage time effectively, and deliver results	✓	

2. Ability to work for and in a team	✓	
3. Target orientated; able to cope with multiple priorities/deadlines	✓	
4. Flexibility and willingness to get involved in a wide variety of activities	✓	
5. Commitment to the vision, values and mission of the Hospice	✓	
6. Understanding of and commitment to equality, diversity, inclusion, and equity	✓	