





Too many people spend their last days alone, with no friends or family at their side.

We believe everyone should receive the compassion and companionship they wish for when facing the end of their life.

THE NEED

Annual deaths in the UK: Approaching 700,000.

NHS vacancies are at an all-time high. Staff are overstretched, and increasing demand on services frequently results in inadequate care for patients in the last days of their life, and poor support for their family members.



ABOUT US



Anne Robson died just hours after being discharged from a week's stay in hospital which she spent alone, unable to see her family.

Her daughter Liz Pryor began working with the NHS to improve provision for patients at the end of life. She soon discovered that a small team of volunteer visitors could make a big difference to patients and their families.

In 2018 Liz set up The Anne Robson Trust to provide emotional support for people nearing the end of their life, and those caring for them.

"Thanks for being there for my grandpa as he passed away. It means the world to me that he had the comfort of someone by his side." - Izzy

**IN
2023**



Given **5,067 hours** of kindness,
listening, reading and hand-holding



Enabled support for **7,299 people**

VOLUNTEER TEAMS

We work with NHS hospitals to set up teams of volunteers to provide companionship to patients dying in hospital. The volunteers sit with patients, hold their hand, or read to them in the final days of their life.

We have helped 13 NHS hospitals to set up a visiting team, where **volunteers have made 13,600+ visits to dying patients & their visitors.** More and more hospitals are asking for our help to set up a visiting team.



"I cannot thank you enough for your visits. I am so pleased my wife has more than just me with her for only a short time each day. I know it will happen sometime soon. Keep up the excellent work."

– Peter, whose wife Christine received visits from volunteers in her last days.

PHONE SUPPORT



We run a phone support service for people with a terminal diagnosis themselves, or who support a friend or family member who is dying. Our specially trained team provide listening, comfort, emotional support and signposting.

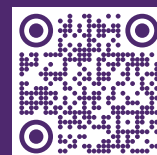
"I am so glad I called. An incredibly empathic person spoke with such kindness and helped me to reach a place of calm when talking about my dying father. I cannot thank the Anne Robson Trust enough for their support at a difficult time."

A hand to hold. A listening ear. The presence of another person - These simple things become invaluable in the final days and hours of life.

Please help us provide companionship to more people in their final days, and support those close to them as they prepare to lose someone they love.

annerobsontrust.org.uk
info@annerobsontrust.org.uk

[CONTACT US](#)



Find us on social media



Call our support line on
0808 801 0688

BENEFITS



Part of a small, friendly team with similar aims and ambitions.

Hybrid working – 2/3 core days in the office.

25 Days Annual Leave + all bank holidays and additional paid leave when we close over Christmas.

Happy Birthday! A day's paid leave to make sure you look after you on your special day.

Enjoy a 20% discount at Rise Gym right next door to our office.

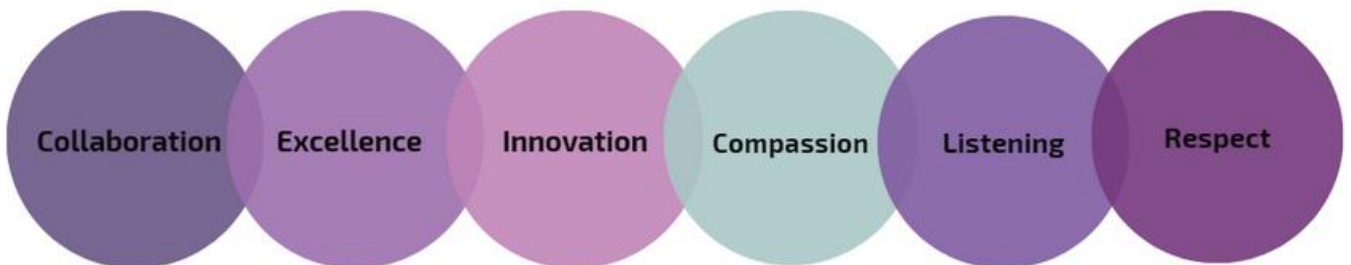
Employee Assistance Programme

1-month sabbatical leave after 5 years of service

A personal development budget to upskill and move towards your career goals.

An opportunity to develop your skills and knowledge and help to influence the growth of the charity.

Core Values



DIGITAL MARKETING MANAGER

Responsible to: Director of Operations

Location: Stevenage, Hertfordshire. Flexible and hybrid working is offered to all staff with 1 or 2 core days in the office.

Hours: Full or part-time

Salary: £32,000.00

This role has been partially funded by the National Lottery Reaching Communities Fund.

WHO ARE WE?

At the Anne Robson Trust we believe that 'no one deserves to die alone'. We believe everyone should have the support to prepare for the end of life, and the comfort and companionship of another human being as they die.

We work to support people facing the end of life, whether their own or that of someone dear.

As a Digital Marketing Assistant your objective is to strategically deliver our digital marketing strategy. From managing our social media calendar, copywriting, and content creation to reporting on campaigns and website performance.



What you'll be doing:

- Content ideation and platform strategy: working with the team to create first class content for our social channels - Facebook, Instagram, LinkedIn and X.
- Scheduling all content across relevant channels.
- Copywriting: acting as the voice of the charity, writing copy for emails on Mailchimp as well as for captions on our social posts.
- Calendar Management: owning the marketing strategy and plan, using our project management platform Asana.
- Seeking out opportunities to be innovative: pitching and creating content that appeals to our audience. We love new ideas!
- Managing search engine optimisation.
- Reporting: responsible for reporting on the success of our campaigns and website performance.

DIGITAL MARKETING MANAGER



Who we're looking for:

A creative thinker & writer: you're able to work both independently and collaboratively on creation for innovative content across social.

You understand data: you're interested in trends and analysing reports. You are curious about the developments of the digital world and how we can keep improving to be able to get support to more people.

Attention to detail: you will take real pride in what you deliver and always strive for perfection.

Self-motivation and ambition: you'll like working in a small team, with a start-up mentality. We need people who want to grow as well as the ambition to get there.

Adaptable: you have a willingness to undertake training and continuing independent professional development.

You'll have one or more years of experience working with social media.

Everyone's welcome:

We celebrate different ideas, perspectives, and backgrounds here at the Anne Robson Trust. As an equal opportunities' employer, we believe in the power of an inclusive and representative team. We welcome applications regardless of race, religion or belief, sex, gender identity, sexual orientation, age, political affiliation, family, or parental status.

To apply, send us your CV, and a short introductory email letting us know why you feel you would be suited to the role and what it is about the Charity that interests you.

Closing date: 24/02/24

ESSENTIAL AND DESIRABLE CRITERIA



EDUCATION	ESSENTIAL	DESIRABLE
Willingness to undertake training and continuing professional development	✓	
EXPERIENCE	ESSENTIAL	DESIRABLE
Experience of the following social media platforms using a data driven approach: Facebook, X, Instagram, TikTok and LinkedIn	✓	
One or more years of experience working in social media marketing	✓	
Experience of using Mailchimp, canva or a similar design software	✓	
Experience of using Google Adwords and Google Analytics	✓	
Willingness to work collaboratively within a team	✓	
Experience of working with Meta		✓
Experience of using social media insights		✓
Experience or interest in the area of end-of-life		✓
SKILLS AND ABILITIES	ESSENTIAL	DESIRABLE
Ability to communicate effectively face to face, in writing, by email and on the telephone	✓	
Excellent copywriting skills and attention to detail	✓	
Ability to work unsupervised and use initiative	✓	
Innovative and creative	✓	

