



## COMMUNICATIONS ACCOUNT EXECUTIVE - JOB DESCRIPTION

The Communications Account Executive plays an integral role in understanding the marketing and communications needs of the hospices, providing general marketing and communications support (both strategic and tactical), as well as commissioning and co-ordinating more specialist support from other areas of the Marketing & Communications team

You'll have the ability to build strong relationships with stakeholders; listening, understanding and applying your communications expertise to ensure that you are delivering high quality marketing and communications services that meet stakeholders' needs. You'll be an expert advisor, suggesting the most appropriate plans and methods to help colleagues achieve their aims and, ultimately, delivering on those plans.

A marketing and communications generalist, you'll have the experience and know-how to identify appropriate ways to meet communications objectives and reach relevant audiences, calling on the specialism of colleagues around you when necessary.

### What you'll do:

#### Principal duties and responsibilities

- Deliver and manage key marketing and communications projects, campaigns and activity from inception to completion, across all available channels.
- Manage your own portfolio of business areas/stakeholders, providing support with their communications needs, ranging from campaign planning and execution to supporter communications, patient information and ad hoc requests.
- Take, develop and interrogate marketing and communications briefs from colleagues across the hospices, working with stakeholders and the wider Marketing & Communications team to build communications strategies and plans.
- Tactical delivery of communications plans and activity – this could range from project managing a newsletter to editing copy for an advice leaflet, creating a series of content for social media or creating a simple poster.
- Monitor the performance of activity, adjusting plans as appropriate.
- Provide status updates and campaign reporting on request, with input from the wider team where necessary.
- Commission and co-ordinate support from the wider Marketing & Communications team as needed – for example this could be briefing video content or design work, asking for support



with delivering more complex digital marketing activity or booking a slot in our Supporter Journey.

- Meet regularly with stakeholders, building strong relationships and developing schedules for projects and activity.
- Through your detailed knowledge of organisational needs, feed into the ongoing planning cycle, to ensure the Communications Manager (Marketing & Campaigns) has a clear overview of activity across the wider team.
- Provide strategic and tactical support as needed for any marketing or campaigns activity across the organisation.

## What you'll bring:

### Knowledge (Education & Related Experience)

- Excellent interpersonal skills, with the ability to build relationships with key stakeholders and act as an expert communications advisor, building trust and providing a high standard of customer service.
- A solid, broad understanding of the marketing mix and all available communications channels (including offline and digital; owned, earned and paid), with the ability to select and apply appropriate tactics for our audiences and objectives.
- Experience working in a marketing and/or communications team, with working knowledge of marketing (offline/digital/advertising/print) and communications strategy, planning and delivery.
- The ability to write high quality copy on a variety of subjects and styles and for a range of media/channels, such as patient information, hard-hitting stories, engaging social content and fundraising marketing materials.
- Experience of project and scheduling management within a charity communications or agency team.
- Basic design skills, including the use of the Adobe suite, would be beneficial.
- Excellent attention to detail.
- Experience of taking, developing and understanding marketing briefs with the ability to deliver communications strategies and tactics that meet these needs.
- Experience commissioning, briefing and managing specialist support.
- Proven experience of meeting deadlines and achieving targets, sometimes at fast pace.

## The details:



The role reports to: **Communications Manager (Marketing & Campaigns)**

The contract is: **Permanent**

The hours are: **37.5 hours per week**. There will be evening and weekend working for which Time Off in Lieu will be given

This role is hybrid and will be based across our three hospice sites: St Barnabas House in Worthing, Chestnut Tree House in Angmering and Martlets in Hove. The proportion of time spent at the above sites will be agreed with your line manager.

## OTHER DUTIES

To undertake any other duty within your ability and within reason, as may be required from time to time, at the direction of your line manager.

## ASSISTANCE

The Hospice has the advantage of being supported by a number of volunteers. If a volunteer is assigned to assist you at any time, you will still retain responsibility for the requirements of this job in terms of accuracy, efficiency and standards of completion. You will also ensure good communication and be mindful of your responsibility towards that volunteer in terms of Health and Safety.

## CONFIDENTIALITY

You should be aware of the confidential nature of the Hospice environment and/or your role. Any matters of a confidential nature, relating to patients, carers, relatives, staff or volunteers must not be divulged to any unauthorised person.

## DATA PROTECTION

You should make yourself aware of the requirements of the Data Protection Act and follow local codes of practice to ensure appropriate action is taken to safeguard confidential information.

## HEALTH AND SAFETY

You are required to take reasonable care for your own health and safety and that of others who may be affected by your acts or omissions, and you should ensure that statutory regulations, policies, codes of practice and safety and good house-keeping rules are adhered to, attending safety and fire lectures as required.

## SAFEGUARDING

All staff and volunteers are required to be aware of and adhere to St Barnabas Martlets Hospices' safeguarding policies and attend the appropriate training as and when necessary.

## JOB DESCRIPTION

This Job Description is not intended to be restrictive and should be taken as the current representation of the nature of the duties involved in your job and needs to be flexible to cope with the changing needs of the job and the Hospice.