

JOB DESCRIPTION

Job Title:	Content and Media Officer
Team:	Marketing & Communications
Reporting to:	Director of Fundraising
Location:	The Norfolk Hospice, Hillington PE31 6BH
Hours of work:	25 – 30 hours per week (Monday to Friday)
Annual Leave:	25 days (increasing to 27 after 5 years and 31 after 9 years) plus 8 Public Holidays (FTE)

Role Summary:

The Norfolk Hospice Tapping House is a leading provider of palliative care services in Norfolk. We are an independent charity who delivers innovative and specialist rehabilitative therapy, end of life care and bereavement services.

Following a thorough review of our current marketing and fundraising practice, the Hospice is looking for an innovative and forward thinking Content and Media Officer to work as part of our Marketing and Communications Team. The post holder will be joining the charity at an exciting time of brand repositioning, which you will help to facilitate internally.

You will be driven, detail-oriented content creator, responsible for producing high quality outputs for our business. You will update existing material, generate novel work and identify new ways to reach audiences, appealing to group interests by creating engaging material. You will inform the strategic direction of the Hospice's marketing as well as executing the plan and promote collaboration between internal stakeholders to ensure consistency of outputs. Reporting to the Director of Fundraising and working closely with your colleagues both clinical and non-clinical, you will champion the Hospice's refreshed brand profile, develop media relationships and promote the leading services that the Hospice provides.

Main Responsibilities

- Writing, reviewing, editing and updating content for multi-channel campaigns (digital and print) including the charity's website, marketing materials and online platforms and press releases, to drive engagement.
- Conducting research and interviews to develop case studies and marketing programmes for clinical and non-clinical purposes.
- Collaborating with internal departments to establish campaign objectives, complete tasks and identify and solve problems.
- Assisting with the design of promotional materials.
- To help shape and be responsible for managing the delivery of the Hospice's marketing and communications strategy
- Help build the annual marketing budget and be responsible for regular reporting

- Help manage the migration to a new website host and a refresh of website content
- Maintain the website and update quarterly with updated figures and information
- Produce quarterly website analytics
- Working with colleagues manage all social media activity ensuring that the Hospice's 'tone of voice' and vision, mission and values are reflected both in content and style of delivery
- Produce quarterly social media analytics
- Build the Hospice's media presence, both regionally and nationally, giving the Hospice a platform to share the expertise from clinical leaders and senior management
- To develop and maintain a sound understanding of the work undertaken by the Hospice

General

- To uphold the Hospice's vision and values at all times



- Carry out all duties in accordance with the Hospice's policies and procedures including but not limited to health & safety, code of behaviour, confidentiality and equality, diversity & inclusion.
- Promote awareness of the Hospice, its services and its strategy.
- Work collaboratively and respectfully with all staff, volunteers and supporters of the Hospice.
- Promote and support the safeguarding of vulnerable adults, young people and children, observing and adhering the Hospice's policies on safeguarding.
- Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role.

This job description is not intended to be exhaustive and will be reviewed periodically to ensure that the needs of the service are being met.

PERSON SPECIFICATION
Content and Media Officer

	Essential	Desirable
Qualifications and Training	3 years minimum experience working in a similar role and 5 GCSEs or equivalent to include English and Maths.	Recognised qualification in Marketing/Communications/Public Relations, or related subject
Experience and Skills	<p>Experience of creating strong and engaging copy and content for a range of audiences.</p> <p>Experience in the creation and delivery of multi-channel marketing and communications projects across traditional, social media and digital platforms.</p> <p>Outstanding written, verbal, numeracy and organisational skills</p> <p>Experience writing proofreading and editing.</p> <p>Strong listening and communications skills.</p> <p>Start to end project management and leadership skills.</p> <p>The capacity to work independently and collaborative.</p> <p>Able to prioritise workloads in a fast-paced environment.</p>	<p>Understanding of the charity or voluntary sector</p> <p>An understanding of SEO best practices.</p> <p>Understanding of databases and segmentation.</p> <p>Experience of building relationships with press</p> <p>Adobe InDesign</p>
Personal Attributes	<p>Team player, able to take colleagues with them.</p> <p>Ability to think strategically.</p> <p>“Can Do” mentality, able to work calmly under pressure.</p> <p>A keen eye for detail and accuracy.</p> <p>A flexible approach to tasks undertaken whilst ensuring compliance with the organisation’s standards.</p> <p>A commitment to personal development.</p> <p>A compassionate and understanding demeanour.</p>	