

Job description

Post: Digital Marketing Officer

Department: Marketing and Communications

Reports to: Marketing Lead

This role supports the Marketing Lead to deliver all elements of marketing communications to meet the needs and objectives of internal clients in the Hospice.

Signature:

Date:

Our values and behaviours

Our Values are summarised by the acronym **I CARE**. They support our vision, mission and culture, reflecting who we are together and as individuals.

I CARE

Integrity	<ul style="list-style-type: none"> • We are honest and open • We are trustworthy and authentic in our dealings with others • We always try to do the right thing
Compassion	<ul style="list-style-type: none"> • We are kind, supportive and caring • We have empathy and listen to those around us • We are warm and positive in our interactions
Accountability	<ul style="list-style-type: none"> • We work together to make the Hospice's vision a reality • We take responsibility for our work, performance and behavior • We acknowledge and learn from our mistakes
Respect	<ul style="list-style-type: none"> • We are inclusive, we value difference and work together effectively • We are sensitive to the thoughts, feelings and opinions of others • We treat everybody with dignity
Excellence	<ul style="list-style-type: none"> • We aim to be our best • We are forward-thinking and open to change • We share our skills, expertise and learning, striving for excellence together

Key responsibilities

- 1.** To support the Marketing Lead in the building of and taking responsibility for the delivery of engaging integrated marketing campaigns across the Hospice's divisions
- 2.** Generate awareness and income through innovative, focused and cost effective online and offline marketing campaigns
- 3.** Work closely with the Marketing Lead to deliver social media content and campaigns, incorporating both organic and paid posts
- 4.** Work closely with the Marketing Lead to deliver email marketing to support campaigns
- 5.** Work closely with colleagues across the Hospice to ensure that our website content is kept up-to-date, monitoring performance and reporting back to the Marketing and Communications Team
- 6.** Be responsive to the ever-changing marketing landscape and implementation of new marketing techniques (digital and traditional) across all channels
- 7.** Work closely with colleagues in the Marketing and Communications Team to ensure maximisation and integration of marketing and communications channels
- 8.** Build a strong relationship with internal clients and external agencies to ensure high quality results are delivered within budget and to deadline
- 9.** To undertake any other such duties or general tasks and hours of work as may reasonably be required and to work in other locations within the Hospice organisation.

A job description is not a rigid or inflexible document but are guidelines to the duties expected whilst in post. This job description may be reviewed and amended in the light of changing business demands.

Personal specification

Post:	Digital Marketing Officer
Department:	Marketing and Communications

Qualifications and Training

- Educated to A level standard or equivalent in relevant areas
- Proficient in Microsoft Office
- Marketing related qualification or training (any level) / IDM etc.

Work background and experience

- Experience of planning and delivering social campaigns including budgeting for paid ad campaigns and some experience of running testing processes
- Experience of email marketing
- Experience of managing a (an integrated) marketing campaign (MailChimp)
- Experience of marketing a product or service
- Experience of working as part of a small team
- Experience of working with/managing agencies and external suppliers
- Current knowledge of legal aspects related to marketing e.g. data protection
- Experience of updating/creating website content (WordPress)
- Experience of analysing and segmenting data
- Experience of commercial retail marketing
- Experience of writing a marketing strategy

Particular skills and aptitudes

- Strong communication skills, both verbal and written
- Strong understanding of different social media platform behaviours
- Excellent planning, organisational and project management skills
- Understanding of the importance of organisational branding
- Attention to detail and appreciation of copy and production quality issues
- Excellent prioritising skills and working to tight deadlines
- Excellent persuasion, negotiation and presentation skills
- Ability to manage relationships with external suppliers and agencies
- Adaptable to change
- Self-motivated and able to work on own initiative environment
- Ability to write marketing copy
- WordPress
- MailChimp

Personal qualities and other requirements

- Motivated to work for a Hospice
- Tact, diplomacy and ability to maintain confidentiality
- Demonstrable ability to multi-task
- Ability to work with people of different backgrounds and volunteers
- Ability to manage and plan own workload
- Outgoing and people-oriented
- Professional approach to represent Princess Alice Hospice to supporters
- Flexible and adaptable
- Able to work outside of office hours if required
- To have an interest in/be active in the local community