

## JOB DESCRIPTION

<b>Job title</b>	<b>Marketing &amp; Communications Lead</b>
<b>Reports to:</b>	<b>Marketing &amp; Engagement Manager (M&amp;E Manager)</b>
<b>Job Band:</b>	<b>Grade F, Entry point £34,324</b>
<b>Location</b>	<b>Bluebell Wood Children's Hospice</b>

### About us

#### Our Vision

For every baby, child and young person with a life limiting condition to access specialist palliative care, where and where they need it.

#### Our Mission

Whether in the hospice, at home or in partnership with another provider in a different setting, babies, children and young people will experience the same high-quality palliative and end of life care, and beyond, alongside specialist family support.

#### Our Values

We have worked together to create a new set of values which represent our aims as an organisation and these align perfectly with our overall strategy, ensuring that every decision we make and every action we take is guided by these principles.

 **We embrace individuality**  
 **We are authentic**

 **We take responsibility**  
 **We are purpose driven**

### JOB PURPOSE

Turn the marketing and communications strategy into clear, coordinated and effective delivery across the charity. The role provides day-to-day direction, coordination and quality assurance for the Marketing team, ensuring that all marketing and communications outputs, including campaigns, digital content, printed materials, supporter journeys and internal communications are well-planned, delivered on time, high-quality and aligned with organisational visions, values and brand.

The Marketing & Communication Lead also contributes ideas and insight to help shape how the strategy evolves over time, working closely with the Marketing & Engagement Manager to ensure future plans remain relevant and effective.

### KEY RESPONSIBILITIES

#### Strategic Contribution

- Translate organisational and departmental objectives into clear marketing and communications plans and delivery frameworks.

- Contribute ideas, insight, and evidence to the ongoing development of the marketing and communications strategy, working closely with the Marketing & Engagement Manager to ensure plans remain relevant, effective, and audience-led.
- Provide expert insight on digital innovation, audience development, supporter engagement trends, and emerging opportunities.

### **Delivery of Strategy**

- Lead the co-ordination and delivery of the marketing and communications plan, ensuring activity is well-planned, joined-up, on time, and aligned with organisational priorities, brand, and values.
- Take day-to-day ownership of marketing delivery across all channels, including digital, print, campaigns, supporter journeys, and internal communications.
- Set clear briefs, timelines, and expectations for the Marketing team and external suppliers, while providing quality assurance and approval for key content, creative work, and campaign materials.

### **Team Leadership & Development**

- Line manage a team of two marketers, providing clear direction, coaching, and support to foster a positive, collaborative, and high-performing team culture.
- Develop and maintain effective tools, processes, and ways of working to support planning, workflow, capacity management, and project prioritisation.
- Support professional development, encourage continuous improvement, and oversee day-to-day budget management within the marketing function.

### **Digital Marketing**

- Lead the organisation's digital marketing approach, delivering innovative, data-led campaigns across social media, web, email, SEO, and other digital channels.
- Drive audience insight, segmentation, and persona development, using data and analytics to guide decisions, optimise supporter journeys, and improve targeting.
- Use analytics and performance data to evaluate activity, identify opportunities for growth, and advise the Marketing & Engagement Manager on future developments and emerging platforms.

### **Campaign & Project Leadership**

- Lead and cross-departmental marketing and communications projects, working collaboratively with teams across the hospice.
- Hold joint ownership, alongside the Supporter Engagement Manager, for the delivery and ongoing development of supporter journeys, including Dotdigital integrations, with marketing leading on planning, content, insight, and quality assurance.
- Build and maintain strong working relationships with freelancers, agencies, photographers, and suppliers to ensure high-quality creative output and timely delivery.

## **Internal & External Collaboration**

- Work with teams across the hospice and act as a marketing representative in meetings to ensure consistent messaging, strategic alignment, and effective planning.
- Plan and co-ordinate internal communications activity, supporting staff engagement, clarity, and understanding across the organisation.

## **Compliance, Quality & Governance**

- Ensure all marketing activity meets GDPR, brand standards, regulatory requirements, and accessibility guidelines.
- Maintain high standards of accuracy, tone of voice, and ethical storytelling across all outputs.

## **PERSON SPECIFICATION**

### **1. QUALIFICATIONS**

#### **Essential**

- A qualification in marketing, communications, PR or a related field.
- Good levels of literacy, numeracy and general education.

### **2. EXPERIENCE**

#### **Essential**

- Minimum 2 years' experience delivering marketing or communications activity in a professional environment, with responsibility for planning, coordination, and guiding others in delivery.
- Demonstrable experience co-ordinating multi-channel campaigns or projects from brief to evaluation, ensuring activity is delivered on time, to brief, and against agreed objectives.
- Evidenced experience working with digital marketing channels and supporter/customer journeys, including email, web, social media, and content-led campaigns.
- Proven track record of reviewing, approving, and quality-assuring content and creative output, ensuring alignment with brand standards, tone of voice, and organisational priorities.
- Experience using data, insight, and analytics (e.g. email performance, web analytics, social insights, CRM data) to evaluate activity and inform improvements.
- Proven experience using analytics tools such as Dot Digital, Google Analytics, Meta Insights or equivalents.
- Clear examples of working collaboratively across teams, with evidence of influencing stakeholders and balancing multiple priorities to achieve shared outcomes.

#### **Desirable**

- Experience working in the charity or not-for-profit sector.
- Experience managing or coordinating **external suppliers, freelancers, or agencies**, including briefing, feedback, and delivery oversight.
- Experience operating in a **senior officer, lead, or project-coordination role**, with responsibility for decisions, approvals, or standards.

### **3. SKILLS & KNOWLEDGE**

#### **Essential**

- Strong understanding of digital marketing principles and best practice, with the ability to apply these in a practical, delivery-focused environment.
- Ability to translate strategy into clear delivery plans, timelines, and briefs, and to review progress against these.
- Strong organisational skills, with the ability to manage multiple concurrent projects, meet deadlines, and make sound decisions under pressure.
- Excellent written communication skills, with a track record of producing or approving clear, accurate, and engaging content.
- Ability to interpret performance data and insight and demonstrate how this has been used to improve activity or inform future planning.
- Strong interpersonal skills, with the ability to guide, coach, and influence others, including providing clear feedback and direction.
- Confident user of Microsoft Office and comfortable adopting new digital tools and systems.

#### **Desirable**

- Working knowledge of Adobe Creative Cloud, with the ability to brief, review, and quality-assure creative output (rather than being the sole creator).
- Understanding of media relations and experience overseeing press or media activity.

### **4. PERSONAL QUALITIES**

#### **Essential**

- Confident, proactive, and solution-focused, with a calm and professional approach.
- Able to provide clear direction, make decisions, and apply appropriate challenge, while remaining supportive and collaborative.
- Organised, reliable, and able to manage sensitive information with discretion and confidentiality.
- Values-led, with a genuine commitment to Bluebell Wood's purpose and ethos.
- Empathy and understanding of the hospice and charitable sector.

## **5. OTHER REQUIREMENTS**

- Legally entitled to work in the UK.
- Ability to participate in occasional out-of-hours activity, as required by the role.

This job description is not exhaustive. It will be subject to periodic review and may be amended following discussion between the post-holder and employer.

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Amended by    Phil Brown  
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