

# Role Profile

September 2024



**Job Title:** Marketing Manager  
**Report to:** Education, Research and Community Engagement Lead  
**Direct Reports:** Volunteers and One team member  
**Department / Location:** Reach by Nightingale Hammerson  
**Role Purpose:** Support people to live better for longer at home by promoting our mission and content through targeted marketing.

## Key Responsibilities and Accountabilities

### Marketing Strategy

- Create together with the team a Marketing strategy that enables our project to reach as many people as possible, including people in need of care, their relatives or carers, professionals and potential commercial and non-commercial donors.
- Set up the monitoring structure to ensure we evaluate our marketing approach on a continuous basis.
- Liaise with internal and external stakeholders as part of the implementation of the marketing strategy to increase the engagement with the Reach project.

### Social Media

- Manage annual social media plan and posts across all platforms.
- Maintain branding standards on all social media platforms.
- Produce, edit and share relevant content (images and copy) for all socials
- Ensure all copy and images are correct and relevant, including excellent grammar, content and tone
- Ensure all permissions are sought for GDPR and image use for staff and residents
- Ensure relevant content and images are delivered on time
- Liaise with external social media and digital marketing consultants when necessary
- Respond to all enquiries promptly.

### Communication Channels

- Update and maintain current website with editorial (using WordPress) and images
- Creating promotional posters using InDesign, Canva or other platforms
- Uploading information on internal communication channels
- Research and update keywords for SEO on NH website and partnered websites
- Set up and maintain photography library and filing all permission forms for GDPR
- Update editorial and images and branding on external websites e.g. Carehome.co.uk and partnered fundraising channels e.g. Just Giving
- Email marketing campaigns – design and distribute using online CRM.

### Creativity

- Produce posters, collaterals and any other resources required to promote the brand and contents
- Liaise with creative agency to produce event marketing materials, using InDesign, Canva or other tools.



- Design invitations and event collaterals
- Attend & assist at key events e.g. managing social media, taking photographs or working with photographers
- Supporting the team on event days.

#### Branding

- Ensure brand guidelines are followed.
- Support the creation and adaptation of the branding
- Ensure that key departmental templates and forms are updated regularly with logos & contact details.

#### Photography

- Manage filing and recording of photographs in a methodical manner
- Working with colleagues in other departments to source updated photographs.
- Support internal photographic sessions with schedule and timeline.

#### General

- Work with all departments across the organisation, including residents, and external partners
- Work closely with key Trustees and volunteers as and when required
- Support the Team by contributing to meetings and taking on ad hoc projects
- Working with key suppliers, including but not limited to media company, creative agency, printers, photographers & productions companies

#### Other:

- Deal with telephone and general email enquiries effectively
- Promote positive working relationships in line with Nightingale Hammerson's values with colleagues, residents, volunteers, relatives and visitors
- Evening and weekend work with events

### Standard Responsibilities

Adopt and comply with Nightingale Hammerson's values, policies and procedures, and regulatory frameworks including:

- Code of Conduct
- Health & Safety
- Data Protection, privacy and use of IT resources
- Regulatory standards and probity
- Risks and internal controls framework
- Human Resources policies and procedures
- Equality and diversity

No role profile can cover every issue which may arise within the post at various times. The post holder is expected to carry out other duties from time to time, which are broadly consistent with those described.

## Person Specification

### Education:

1. Graduate Level in Marketing/Media (Essential)
2. Post graduation in Media/Communication/Marketing (Desirable)

### Knowledge and Skills required:

3. Willingness to have a positive impact in older people's lives - essential
4. Excellent, kind and caring communication skills – essential
5. Good knowledge about the Jewish culture and way of life – essential
6. Literacy and numeracy skills in order to produce a variety of written material and statistical information. Candidate should be capable of composing first draft response- essential
7. Fluent in other languages (Spanish, French, Mandarin, Hebrew...) – desirable
8. Proven experience working in marketing and communication, demonstrating a comprehensive understanding of Marketing (Essential)
9. Knowledge of a variety of office administrative procedures- essential
10. Excellent IT skills on Word, Excel, PowerPoint and Video call programmes – essential
11. Ability to manage database systems - desirable
12. Able to work flexible in order to meet the needs of the service - essential
13. Ability to work on own initiative without constant guidance – essential

### Experience Required:

1. Experience in designing, managing and monitoring progress in Marketing campaigns (Essential)
2. Experience of managing people (Desirable)
3. Knowledge of Microsoft packages, Canva, InDesign and Photoshop (Essential)

### Additional Information

- There may be occasions where the post holder is required to work outside of standard hours.
- The post holder will be required to carry out their work across both homes and attend external meetings and to do this occasional travel will be required.
- Enhanced DBS check required

### Our Values



**Compassion**



**Dignity**



**Respect**



**Integrity**



**Excellence**



**Teamwork**

**Caring  
Together**  
TEAM VALUES

[Please click here to find out more about our values | Nightingale Hammerson](#)