

## Job Description/ Person Specification

<b>Job Title:</b>	Marketing & Communications Assistant
<b>Department:</b>	Marketing & Communications
<b>Location:</b>	Garden House Hospice, Gillison Close, Letchworth, SG6 1QU
<b>Hours Per Week:</b>	30

### Job Summary

Support the Marketing and Communications team to help tell the stories of patients, families, supporters, staff and volunteers through social media, digital content, photography, video, PR and events.

Create engaging content that demonstrates the impact of hospice care and fundraising support and support campaign planning and delivery across the organisation.

### Main Duties and Responsibilities

#### Content Creation & Social Media

- Create engaging content for social media channels including Facebook, Instagram and LinkedIn.
- Draft social media posts and website content.
- Support the scheduling and monitoring of social media activity.
- Assist with creating digital content for fundraising campaigns, events and hospice services.
- Monitor social media trends and identify opportunities to increase engagement.

#### Storytelling & Case Studies

- Support the development of patient, family, volunteer and supporter stories.
- Conduct interviews and gather information for case studies and impact stories.
- Help create content that demonstrates the impact of hospice care and fundraising support.

#### Photography & Video

- Capture photographs at hospice events and activities.
- Assist with video filming and editing for social media and digital campaigns.
- Maintain an organised library of photos and digital assets.
- Ensure all content is captured and stored in line with consent and GDPR requirements.

#### PR & Media Support

- Assist with drafting press releases and media content.
- Support media coverage of fundraising events and organisational announcements.
- Help maintain media contact lists and press coverage records.
- Monitor local media coverage and identify opportunities for positive publicity.

#### Events & Campaign Support

- Attend selected fundraising and community events to provide marketing support.
- Assist with event promotion, photography and social media coverage.

- Help produce marketing materials, signage and promotional content.
- Support campaign planning and delivery across the organisation.

#### **General Marketing Support**

- Assist with updating website content.
- Support the production of newsletters, email campaigns and printed materials.
- Help maintain brand consistency across all communications.
- Undertake administrative tasks to support the Marketing Team.

### **Confidentiality**

- The contractual relationship between the Hospice and its employees is founded on trust.
- Employees will treat as confidential all information regarding the business of the Hospice, suppliers, employees, consultants, patients, families and volunteers.

### **Health & Safety**

- Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974) to ensure that the agreed safety procedures are carried out to maintain a safe environment for employees, patients, visitors, volunteers and the general public.
- All employees are required to adhere to the Fire Safety Policies and Procedures.
- Employees must ensure relevant risk assessments are completed as and when required.
- It is the responsibility of all employees to ensure that they comply with the Hospice Infection control practices, as outlined in the Health Act 2008 and staff must be familiar with the policies in the Organisation's infection control manual. This includes Infection Prevention and Control, Adult Hospice Policies and Safe Practice Guidance.
- The Hospice operates a no-smoking policy.

### **Purpose & Core Values**

- All Hospice staff are expected to work in line with Garden House Hospice Care Purpose and Core Values as these act as a value base which directly influences how all work activities are undertaken.
- The ethos of the Hospice should be apparent in the behaviours and attitudes of all employees as the work they undertake, whether it is direct or indirect care, is ultimately for the benefit of patients.
- The Purpose and Core Values are an integral part of all job descriptions, recruitment, the probationary period and performance and development reviews.

### **General**

- To always comply with the Hospice Information security policy and in particular, the confidentiality of electronically stored personal data in line with the Data Protection Act.
- It is the responsibility of all Hospice employees to fully comply with the safeguarding policies and procedures of the Hospice. As a Garden House Hospice Care employee, you must ensure that you

understand your role in protecting adults and children that may be at risk of abuse. Individuals must ensure compliance with their safeguarding training.

- The Hospice is committed to a policy of equal opportunities. A copy of our policy is available from the Human Resources department.
- All appointments are subject to pre-employment health screening, DBS and Right to Work checks.
- All employees are expected to comply with Garden House Hospice Care’s systems, guidelines, policies and procedures.

### Person Specification

Criteria	Essential	Desirable
<b>Qualification</b>	<ul style="list-style-type: none"> <li>• A good solid level of education</li> </ul>	<ul style="list-style-type: none"> <li>• Formal qualification in Marketing</li> <li>• Formal qualification in Digital Marketing</li> <li>• Member of the CIM.</li> <li>• Member of the IOF</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Proven experience of managing a social media presence in line with overall brand positioning.</li> <li>• Significant experience in a marketing/public relations role.</li> <li>• Experience of producing articles for publication including posters and campaign literature.</li> <li>• Manage own workload with minimum supervision.</li> <li>• Website development and CMS custodian.</li> <li>• designing and executing long term digital and traditional marketing campaigns.</li> <li>• Able to deliver internal communications as well as those external to the charity.</li> </ul>	<ul style="list-style-type: none"> <li>• Working in a Fundraising or marketing / sales department.</li> <li>• Working in a Hospice environment.</li> <li>• Working with outside organisations such as designers, printers, marketing agencies, etc.</li> <li>• Working within limited budgets.</li> <li>• Running an innovative publicity campaign.</li> </ul>
<b>Skills &amp; Abilities</b>	<p>Be able to Demonstrate:</p> <ul style="list-style-type: none"> <li>• A proven track record of digital marketing practice or knowledge.</li> <li>• Excellent copy writing skills, experience of writing creative briefs.</li> <li>• Understanding social media tools available</li> <li>• Excellent interpersonal and both verbal and written communication skills</li> </ul>	<p>Be able to Demonstrate:</p> <ul style="list-style-type: none"> <li>• Experience of working in a Charity environment.</li> <li>• Project planning experience.</li> <li>• An ability to understand budget setting and budget management.</li> <li>• Experience of delivering digital and standard marketing campaigns to raise income</li> <li>• Understanding the importance of a good quality and relevant and appropriate placed photograph</li> </ul>

	<ul style="list-style-type: none"> <li>• The ability to influence others to support a cause.</li> <li>• Good organisational and planning skills.</li> <li>• The ability to evaluate marketing activities effectively.</li> <li>• The ability to create and deliver effective digital media activities.</li> <li>• Ability to be creative and innovative within limited budgets.</li> <li>• The ability to work to tight deadlines.</li> <li>• Strong prioritising ability so that workload and campaigns are managed effectively.</li> <li>• A high level of competence using the internet, Word, Outlook, Excel, all forms of Social Media/Networks, Publisher, etc.</li> <li>• The ability to optimise website and social media content for search engines.</li> <li>• Analytical skills to understand metrics and create reports to measure and show results.</li> </ul>	<ul style="list-style-type: none"> <li>• A history of gaining and maintaining relationships with the media, and interactions with supporters/clients on social media.</li> <li>• An understanding of hospice services and how to communicate them effectively to represent the hospice in the best light.</li> </ul>
<p><b>Personal Qualities</b></p>	<ul style="list-style-type: none"> <li>• Ability to work well under pressure and manage competing priorities effectively.</li> <li>• Ability to juggle and deliver a competing workload with priorities ensuring attention to planned and occasionally unexpected media relate projects.</li> <li>• Enthusiasm and commitment.</li> <li>• Tact and diplomacy.</li> <li>• Self motivated.</li> <li>• Flexible interpersonal skills with an ability to communicate with diverse groups and individuals.</li> <li>• An empathy with the needs of people affected by the services of Garden House Hospice Care.</li> <li>• A commitment to working as part of the whole Hospice team and supporting the vision and ethos of Garden House.</li> <li>• Good team player with a flexible, industrious attitude.</li> <li>• Results driven.</li> </ul>	<ul style="list-style-type: none"> <li>• Presentations and confident public speaking.</li> </ul>

	<ul style="list-style-type: none"> <li>• Open to new experiences and opportunities.</li> <li>• Willing to learn new skills and assimilate new information.</li> </ul>	
<b>Other Requirements</b>	<ul style="list-style-type: none"> <li>• Access to a vehicle for work purposes.</li> <li>• Able to work outside of normal office hours as required, including evening and weekend work.</li> <li>• To be confident at photography, to include recognising opportunities.</li> </ul>	