

Job Description

# Post: Marketing and Engagement Manager

# Salary: £33,982 (Grade 6.1)

**Reports to: Director of Income Generation & Marketing**

**Accountable to: Director of Income Generation & Marketing**

**Responsible for: Marketing & Engagement Coordinator**

**Hours: 37.5 hours per week (flexibility in terms of hours and place of work will be given to the right candidate)**

**JOB PURPOSE**

* To deliver marketing and engagement activity that supports our organisational objectives, working with all departments to maximise income generation activities and support service provision.
* To ensure that we are communicating in a timely, targeted and cost-effective manner.
* With support, develop and deliver the marketing and engagement strategy.

**DUTIES AND KEY RESPONSIBILITIES**

**Marketing**

* Review and develop our brand, tone of voice and case for support, including the development of our key messages to ensure it is fit for purpose and that the hospice is consistent in what it communicates
* Media relations - Build strong and on-going relationships with journalists through proactive and reactive media relations to attract coverage, including dealing with issues and crises that are a risk to the organisation’s reputation. Develop and maintain a network of communications champions across the hospice
* Run an effective marketing and engagement service to encompass creative marketing ideas and innovative solutions from concept through to production, including PR, media handling, and an effective design and print capability which meets the needs of the Hospice
* Work with Hospice teams to ensure that patient and family information is up to date and relevant
* Lead the development of the hospice’s Marketing and Engagement Plan, which includes both internal and external communications and agree future objectives and targets in conjunction with the Senior Management Team (SMT)
* Handle public relations issues carefully and sensitively ensuring feedback and updates are given to SMT if required
* Assist in executing internal communications messages – sense checking top level communications for media risk and messaging consistency
* With the support of the Director of Income Generation and the wider Hospice team, plan and lead on the implementation and delivery of any agreed campaigns
* Write and edit persuasive copy including press releases and campaign copy and distribute accordingly
* Take ownership of and, in conjunction with staff across the hospice, develop the hospices bank of case studies and photographs, ensuring permissions are up to date
* Ensure all marketing and communication channels are fully integrated and appropriately positioned to maximise brand and reputation management for each of the key audiences with whom the Hospice is communicating
* Assist in developing and managing the website, keeping content up to date and appropriate, keeping and developing content and advising colleagues on maximising its potential. Monitor its effectiveness and identify potential opportunities for further development to ensure that it continues to achieve its objectives
* Develop and deliver the online strategy for the Hospice including the strategy for the Hospices website and social media
* Assist the Income Generation team in planning and co-ordinating direct marketing activities and campaigns, including cash appeals, conversion and upgrade mailings and ad hoc seasonal projects
* Produce relevant and engaging content in relation to our Retail operation leading to the generation of sales, in conjunction with members of the shops team
* Ensure all hospice marketing activity falls within current GDPR legislation

**Engagement**

* Develop networks and increase engagement by mapping stakeholders and running stakeholder engagement workshops
* Work collaboratively with colleagues to plan, co-ordinate and deliver new engagement strategies that effectively engage with their external audiences including strategic stakeholders, health professionals, patients and their families
* Be continuously open to new engagement opportunities and where appropriate, work with external partners and relevant internal colleagues to effectively utilise them
* Effectively brief senior colleagues with high quality information and in a timely way ahead of engagement opportunities, collaborating with relevant colleagues where appropriate
* Ensure meaningful feedback is provided from areas of responsibility, capturing the feedback in an effective way
* Work collaboratively with colleagues to ensure content is developed promptly and to a high standard for stakeholder engagement events, ensuring this is consistent with corporate key messaging
* Utilise the supporter database to maintain accurate records, for data segmentation and for income and other KPI reporting purposes, maintaining high levels of data capture and adhering to data protection rules and guidelines.
* Be aware of, and attend, community events in our catchment area, or assist other staff in their attendance by providing relevant information materials
* Support the SMT in aspects of communications such as preparation of press statements, presentations and other material, for example in response to changes in palliative care service delivery, legislation or development.
* To be an ambassador for the hospice across the communities we serve
* Work collaboratively with external agencies such as Hospice UK and Together for Short Lives, to implement their national campaigns on a local level

**Management and Leadership**

* Line manage the Marketing & Engagement Co-Ordinator, for timely marketing support of fundraising events, campaigns and products
* Act as a role model and advocate the hospice’s strategic aims and values
* Day to day supervision of volunteers working ad hoc for your team
* Participate in regular supervision and annual appraisals and be committed to own continuous professional development

**Person Specification**

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| --- | --- | --- |
| **Knowledge and Qualifications** | **Essential** | **Desirable** |
| Working knowledge of how local media works  | ✓ |  |
| Understanding of the requirements and impact of GDPR | ✓ |  |
| Communications, PR, journalism or marketing qualification  |  | ✓ |
| Knowledge of desktop publishing and graphic design packages |  | ✓ |
| **Experience** |  |  |
| At least 2 years’ experience of working in a communications or marketing role | ✓ |  |
| Experience of writing copy & producing material for a variety of audiences, using a range of channels | ✓ |  |
| Experience working in the voluntary or health sector |  | ✓ |
| Experience of working on community engagement projects  |  | ✓ |
| Experience of running social media campaigns  | ✓ |  |
| Experience in writing news releases, responding to media enquiries and developing and maintaining strong relationships with journalists and other media outlets | ✓ |  |
| Experience of managing digital advertising, including Google AdWords and Facebook Insights |  | ✓ |
| Experience of supervision/line management of team members |  | ✓ |
| Experience of working with volunteers  |  | ✓ |
| Experience of working at multiple levels across and organisation. | ✓ |  |
| Experience of developing and managing budgets  |  | ✓ |
| Experience of using a database to help create a donor/supporter journey and promotional plan  |  | ✓ |
| **Skills and abilities** |  |  |
| Excellent verbal and written communication skills, with excellent attention to detail and ability to adapt to suit subject and audience | ✓ |  |
| The ability to be creative and innovative, to enthuse and influence  | ✓ |  |
| Organisational skills and the ability to prioritise and manage simultaneous issues  | ✓ |  |
| Strong interpersonal and interviewing skills to gain new stories from supporters and service users  | ✓ |  |
| The ability to evaluate and report on activities | ✓ |  |
| Ability to work accurately to tight deadlines and deal with multiple areas, projects and changing priorities |  |  |
| Ability to act on own initiative as well as a team member |  |  |
| Decision making skills | ✓ |  |
| **Personal qualities** |  |  |
| Approachable, professional, and compassionate | ✓ |  |
| Strong sense of responsibility and accountability  | ✓ |  |
| Commitment to the ethos of the hospice and the hospice movement | ✓ |  |
| Demonstrate and adhere to the hospice values in your day to day work | ✓ |  |
| **Other requirements** |  |  |
| Car driver – full driving licence and access to own transport  | ✓ |  |
| Willingness to work occasional evenings and weekends to fulfil the requirement of the post | ✓ |  |