



## Job Description

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| <b>Position:</b>       | Digital Marketing and Communications Officer                                                                                                                                                                                                                                                                                                                        |
| <b>Reports to:</b>     | Communications & Marketing Manager                                                                                                                                                                                                                                                                                                                                  |
| <b>Responsible to:</b> | Director of Fundraising & Communications                                                                                                                                                                                                                                                                                                                            |
| <b>Hours:</b>          | 22.5 hours per week                                                                                                                                                                                                                                                                                                                                                 |
| <b>Salary:</b>         | £23-25,000 (Pro-Rata)                                                                                                                                                                                                                                                                                                                                               |
| <b>Role Summary:</b>   | <p>Responsible for all aspects of online and digital communications and marketing for Willow Wood Hospice including Social Media, Workplace, Website, Email Marketing and Online sign up form building.</p> <p>Promoting all Hospice communication material across all relevant media channels to maximise reach to all stakeholders in Tameside &amp; Glossop.</p> |
| <b>Based:</b>          | This role is based at the Hospice although this role may require regular travel and activity in various locations of the local area.                                                                                                                                                                                                                                |

### Marketing

- Work with the Communications & Marketing Manager to implement the hospice's communications strategy in line with current priorities and strategic objectives.
- Coordinate the development and delivery of relevant cross-channel marketing activity for key fundraising and awareness activities, working with relevant team members.
- Identify opportunities to promote hospice services to key stakeholders in the local community including local bloggers and influencers.
- Monitor and evaluate the effectiveness of online/digital marketing and communications activity.
- Ensure that all marketing activity complies with best practice, relevant codes of practice and legislation.
- Keeping up-to-date with ideas and best practice from across the sector, including through networks with other marketers from hospices and other charities.
- Evaluate the success of media campaigns and interactions keeping statistical records using tools such as Google Analytics and Facebook Analytics and make recommendations based on findings.

### Digital

- Work with the Marketing and Communications Officer to develop the hospice's digital channels and develop a digital marketing strategy.
- Lead on day-to-day content management and interaction with followers on the hospice's social media pages (including Facebook, Twitter, Instagram, YouTube and LinkedIn) and continue to build the hospice's presence and following across all platforms.
- Implement paid social advertising to promote key events, campaigns or services.
- Support and lead on digital fundraising activities and campaigns.

- As a member of the Income Generation Team, support the departments delivery of annual fundraising targets, by increasing income received through digital channels, including event entries, sponsorship pages, donations, lottery membership and crowdfunding.
- Lead on day-to-day content management of the hospice's website, ensuring all information is accurate and up-to-date.
- Ensure that all websites and associated sites reflect Willow Wood's brand, key messages and business objectives and meet the relevant requirements for accessibility, usability and data protection.
- Monitor and evaluate the effectiveness of digital activity and develop reporting of all digital campaigns and channels.
- Identify new trends in digital marketing and explore new technologies and opportunities for marketing our fundraising and services.
- Develop and deliver relevant email marketing campaigns alongside the relevant Income Generation department.
- Create engaging marketing graphics for digital channels using design software such as Canva, Adobe InDesign or similar.
- Build and integrate all online sign-up, purchasing, data capture and information submission forms using Gravity form builder or similar.

#### **PR**

- Help source stories and produce relevant content to promote over digital means.
- Assist in the maintenance of the hospice's image library and co-ordinate promotional photo shoots.

#### **Relationship building**

- Develop excellent internal relationships to ensure accurate and effective marketing of the organisation.
- Assist in the recruitment and supervision of volunteers to increase and enhance marketing and communications activity.

#### **General responsibilities**

- Work within agreed hospice policies, procedures and guidelines.
- Deal with enquiries to Willow Wood in relation to publicity events and attend such events as needed.
- To contribute to close working relationships with all personnel and to help build an open and honest culture that facilitates learning, creativity and excellence.
- Carry out any other duties appropriate to the position and undertake any further activities relevant to the role when requested by your Line Manager.
- The Digital Marketing and Communications Officer will be expected to main high professional standards and to keep abreast of relevant issues and to continue their own personal and professional development.
- To adhere strictly to data protection legislation and best practise guidelines regarding data from donors.
- To attend and actively participate in departmental meetings.

#### **Health & Safety**

- To co-operate actively in achieving the aims of the Hospice's Health & Safety Policy and to ensure the observance of all Health & Safety Rules and Procedures.

#### **Additional Notes**

- (a) This document is a guideline to the general scope of duties involved and will be reviewed at regular intervals. It is not intended as a rigid inflexible specification.
- (b) The employer shares with the employee the dual responsibility for suggestions to alter the scope and content of this document in order to improve the working situation.

- (c) There is a duty to be aware and adhere to all professional governing body rules and any particular 'Acts' or statutory requirements, which may vary from time to time.
- (d) Willow Wood Hospice operates a no smoking policy.
- (e) This post requires a satisfactory standard disclosure from the Disclosure and Barring Service (DBS).

Willow Wood Hospice is a registered charity, not part of the NHS and it costs over £2.8 million to run the Hospice every year. We rely on support from the community of Tameside and Glossop, both through volunteering time and donating money to enable us to continue our existing services.

For this reason, it is expected that all members of staff will also support the fundraising activities of the Hospice. We encourage every staff member to help at, participate in, or support at least two fundraising activities every year. Opportunities to support fundraising activities vary and could include helping at fundraising and shop events, taking part in an event and raising sponsorship or attending cheque presentations. Staff members will be asked as part of their annual appraisal which events they have supported.

**Willow Wood Hospice  
Person Specification  
Marketing and Communications Assistant**

| Requirement                                 | Essential                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Desirable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|---------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Education and Qualifications                | <ul style="list-style-type: none"> <li>Educated to degree level or with equivalent experience.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <ul style="list-style-type: none"> <li>Evidence of continuing professional development</li> <li>Marketing / communications qualification.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                 |
| Experience, knowledge, skills and abilities | <ul style="list-style-type: none"> <li>Previous experience working within a marketing, PR or communications role.</li> <li>Excellent working knowledge of social media platforms.</li> <li>Highly computer literate - Microsoft Office packages.</li> <li>Knowledge of website content management systems.</li> <li>Knowledge of email marketing platforms.</li> <li>Excellent administration and organisational skills.</li> <li>Excellent communication skills- able to write compelling copy for a range of audiences.</li> </ul>                                                                                                                                 | <ul style="list-style-type: none"> <li>Charity/not-for-profit marketing experience.</li> <li>Experience of working with/supervising volunteers.</li> <li>Experience of working with bereaved or otherwise vulnerable people.</li> <li>Experience using design software such as Canva, Adobe InDesign or similar.</li> <li>Good understanding of Google Adwords &amp; Analytics</li> <li>Knowledge of the Tameside and Glossop area.</li> <li>Knowledge of relevant codes of conduct and legislation related to marketing.</li> </ul> |
| Personal and other qualities                | <ul style="list-style-type: none"> <li>A commitment to the ethos and values of the hospice.</li> <li>Strong team working skills.</li> <li>Self-motivated and able to use initiative.</li> <li>Able to plan, manage and prioritise own workload.</li> <li>Able to work on a number of projects simultaneously.</li> <li>Able to work under pressure and to deadlines.</li> <li>Understanding of and compliance with confidentiality and GDPR.</li> <li>Ability to work under pressure at times.</li> <li>Flexible to the changing needs of the post.</li> <li>Willingness to work occasional evenings and weekends to fulfil the requirements of the post.</li> </ul> | <ul style="list-style-type: none"> <li>A full driving licence and access to a vehicle insured for business use.</li> <li></li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                 |