

**JOB DESCRIPTION:**                    **MARKETING COORDINATOR**  
**REPORTS TO:**                        **MARKETING AND COMMUNICATIONS**  
   **MANAGER**  
**BASED AT:**                            **ST ELIZABETH HOSPICE**



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## **JOB SUMMARY**

To provide creative and technical support to the Marketing and Communications Manager and to help deliver the agreed hospice marketing and communications plans for the organisation including fundraising, retail, volunteering, clinical services and all other functions as required. To continually raise the profile of the hospice and champion all aspects of the charity's work. To report to the Marketing and Communications Manager on all activities and to attend functions as required.

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## **SAFEGUARDING RESPONSIBILITIES**

- To demonstrate a commitment to keeping adults and young people safe
- To report any disclosure made to you to the appropriate person
- To report any safeguarding concerns in the workplace to the appropriate person
- To maintain an awareness of the Hospice's policies in relation to safeguarding

## **RESPONSIBILITIES**

- To work with the Marketing and Communications Manager to plan, deliver and evaluate volunteer, retail, fundraising and care agency campaigns and activities as required
- To create and deliver marketing and communications collateral using Canva and Adobe creative suite including InDesign/Photoshop/Illustrator and Premiere Pro
- In conjunction with the Marketing and Communications Manager, to assist in managing the hospice's digital marketing activity and online communication channels, including the programme of e-shots and creating video content for social media and hospice website
- To liaise and build good working relationships with suppliers including printers, photographers and, on occasion external designers and digital agency
- Create engaging content both written and visual, using photography, videos and graphics for campaigns and lead on projects where necessary
- Deliver engaging digital media content including creating paid for adverts
- Lead delivery of marketing materials through appropriate design and print processes
- Create compelling website content, using content management systems, including Wordpress and keep the hospice's website up to date at all times
- To assist with hospice internal communications as necessary, including updating the relevant sections of the intranet and sending out mass communications where needed
- To assist with the writing, schedule and production of all hospice publications, ensuring hospice literature is updated and supplies are in stock
- To attend hospice functions as required, working closely with the relevant staff
- To support with the cataloguing of all photographs and testimonials, ensuring that written permission has been obtained relevant to all data protection standards
- Working alongside marketing team to ensure that the corporate identity guidelines are understood, accessible and adhered to across the organisation
- To develop and maintain a sound understanding of all facets of the work undertaken by St Elizabeth Hospice and the hospice movement.

## **PERSONNEL RESPONSIBILITIES**

- To recognise indications of staff stress and to facilitate staff support.
- To participate in the induction of all new staff as required.
- To manage volunteers/students in the team as required.

- To recognise the value of volunteer contribution and play an active part in their support and development where appropriate.

### **EDUCATIONAL RESPONSIBILITIES**

- To participate in the Hospice Education programme.
- To give feedback from attended education programmes/study days.

### **PERSONAL DEVELOPMENT**

- To devise with the line manager a personal development plan in line with the Hospice objectives and personal needs.
- To maintain and increase personal professional skills.

### **ORGANISATIONAL RESPONSIBILITIES**

- To work at all times within the policies of the hospice and act within Care Standards at all times.
- To uphold the hospice and individual team values at all times
- To ensure effective use of resources.
- To respect at all times the confidentiality of information covering patients, staff and volunteers.
- To play an active part in the development and maintenance of good relationships with all who have business with the hospice.
- To promote the hospice philosophy of care towards patients, relatives and visitors.
- To recognise the value of volunteer contribution and play an active part in their support and development where appropriate.

Because of the special nature of the hospice and its work, the post holder may on occasion be asked to undertake other duties to help maintain our high standard of care.

THIS JOB DESCRIPTION IS NOT NECESSARILY EXHAUSTIVE AND MAY BE SUBJECT TO REVIEW BY THE LINE MANAGER IN CONJUNCTION WITH THE POSTHOLDER.

## O U R V A L U E S



stelizabethhospice.org.uk

**PERSON SPECIFICATION  
MARKETING COORDINATOR**

<b>Requirement</b>	<b>Essential/Desirable</b>
<p><b>Qualifications &amp; Training</b></p> <ul style="list-style-type: none"> <li>• Educated to A level or equivalent, alternatively have proven work experience with transferable skills.</li> <li>• PR/Marketing/Digital qualification</li> <li>• Degree level qualification</li> </ul>	<p>Essential</p> <p>Desirable</p> <p>Desirable</p>
<p><b>Knowledge &amp; Experience</b></p> <ul style="list-style-type: none"> <li>• Strong communication skills and proven ability to work to tight deadlines.</li> <li>• Experience of working in a marketing environment.</li> <li>• Experience of working in a charity or healthcare environment.</li> <li>• Experience of working with agencies and suppliers to support the delivery of marketing campaigns</li> <li>• Knowledge of GDPR/PECR to ensure marketing activities are compliant</li> <li>• Knowledge and experience of contributing to the analysis and evaluation of marketing campaigns and activities</li> <li>• Communications/PR experience.</li> </ul>	<p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p>
<p><b>Specific Skills</b></p> <p><b>Written Communication</b></p> <ul style="list-style-type: none"> <li>• Excellent written communication skills as well as ability to write creatively and succinctly. Correct use of grammar and spelling is very important in this role, as is attention to detail in the written word.</li> <li>• Experience of writing for digital channels is also important.</li> <li>• Photography and videography skills to create inspiring and creative content for marketing campaigns</li> </ul> <p><b>Verbal/Face to Face Communication</b></p> <ul style="list-style-type: none"> <li>• Confident communicator at all levels over the phone and face to face. Interpersonal and social skills must be excellent.</li> <li>• Ability to interact and communicate with different types of individual e.g. patients, families, carers, donors, media, suppliers etc.</li> <li>• Ability to be the spokesperson for the hospice in a variety of situations.</li> </ul> <p><b>IT/Technical</b></p> <ul style="list-style-type: none"> <li>• Knowledge of Canva, Adobe Photoshop, InDesign and Premier Pro.</li> <li>• IT literate – fully conversant with all Microsoft packages including Outlook.</li> </ul>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>

<ul style="list-style-type: none"> <li>• Experience of digital marketing techniques, social media channels and tools – including Meta Business Suite</li> <li>• Ability to use content management system to update relevant sections of hospice website.</li> </ul> <p><b>Networking</b></p> <ul style="list-style-type: none"> <li>• Ability to develop relationships with groups and individuals to enable them to promote the services and activities of the hospice.</li> <li>• Ability to build long-term relationships with local media contacts.</li> <li>• Ability to develop strong working relationships with suppliers.</li> </ul> <p><b>Organisational</b></p> <ul style="list-style-type: none"> <li>• Strong organisational skills.</li> <li>• Ability to work independently and to deadlines.</li> <li>• Ability to manage and delegate tasks to volunteers and others as appropriate.</li> <li>• Ability to work effectively as a team member within the marketing and communications team.</li> </ul>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>
<p><b>Personal Qualities</b></p> <ul style="list-style-type: none"> <li>• Confident and mature attitude.</li> <li>• Self-motivated.</li> <li>• Resilience, ability to work under pressure and keep to deadlines.</li> <li>• Creative and innovative.</li> <li>• “Can do” attitude and the determination to succeed.</li> <li>• Personable and outgoing.</li> </ul>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>