

## JOB DESCRIPTION & PERSON SPECIFICATION

 <b>Clinical Staff</b>		 <b>Non-Clinical Staff</b>		 <b>Volunteers</b>		 <b>Flexi-Bank Staff</b>	
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<b>ROLE:</b>	<b>Head of Marketing – Maternity Cover</b>
<b>REPORTS TO:</b>	Chief Executive Officer
<b>PAY BAND:</b>	Dependant on Experience
<b>LOCATION:</b>	Hospice Isle of Man
<b>HOURS OF WORK:</b>	Negotiable Hours

### PURPOSE OF ROLE:

To deliver marketing activity that supports Hospice in delivering its strategic goals through income generation, raising awareness of services and telling the 'Much More Than A Building' story.

Responsible for managing the marketing team and running an effective marketing communications service which meets the needs of the Hospice.

To ensure all communication channels are fully integrated and appropriately positioned for each of the key audiences with whom the Hospice is communicating.

The post holder will deliver agreed income targets

The post holder will need to work closely with the CEO, Marketing Team, Executive Management Team and many other internal and external stakeholders.

This opportunity would suit an experienced marketer with excellent organisational skills, a people focussed outlook and creative flare.

## KEY DUTIES:

- Lead on the delivery of the Hospice Marketing Plan.
- Lead on all income generation activity ensuring all targets are met and progress is reported on to the CEO, the Board of Governors, Sub-committees and working groups as appropriate.
- Lead on all traditional and digital communications in line with the 'Much More Than A Building' strategy, including but not limited to:
  - Hospice website
  - All social media channels
  - E-newsletters (internal and external)
  - Advertising
  - PR
  - Blogs
  - Printed literature
  - Merchandise and events collateral
  - Annual reports
- Police and develop the Hospice brand and key messages, ensuring they are used consistently across all communications.
- Lead on the day to day management and analytics of the supporter database and work with internal stakeholders to identify opportunities for targeting new audiences.
- Plan, manage and commission the work of specialist contractors and freelance staff (e.g. design, print, photography) where appropriate and in-line with Hospice requirements.
- Manage the marketing budget and forecast expenditure and income.
- Provide marketing support to colleagues across the organisation including the retail team.
- Use insights to strengthen and develop fundraising events, income generation campaigns and marketing communications.
- Stay up to date with industry trends and developments and contribute to the planning and implementation of new projects.
- Provide inspirational leadership, direction and performance management of the marketing team.

This job description is not meant to be exhaustive and you may be asked to carry out other reasonable duties. It will be reviewed on a regular basis and adapted as required to reflect the changing needs of the service.

## Most challenging part of the job:

Working in a dynamic and fast-paced environment requires efficient organisation of the marketing team workload. The post holder will need to be able to work flexibly and on multiple projects simultaneously whilst maintaining excellent attention to detail.

## Person Specification: What we need you to bring

Qualifications:	Is it Essential or Desirable	How we will assess
Marketing/PR/Communications/Business Studies Degree or have demonstrable equivalent experience	E	A&D
Chartered Institute of Marketing qualification (Level 6 or above)	D	A&D
Experience:		
Significant experience in a marketing role	E	A&I
Significant traditional and digital marketing communications experience	E	A&I
of managing teams, contractors and suppliers	E	A&I
in events management	E	A&I
in the creation and delivery of content across multiple marketing channels	E	A&I
Skills/Competencies:		
Excellent written and oral communication skills	E	A&I
Proven digital marketing skills including the use of analytics, CRM systems and task management systems	E	A&I
Highly organised with ability to prioritise workload to meet deadlines	E	A&I
Ability to manage budgets and generate reports	E	A&I
Ability to work quickly and efficiently with an excellent eye for detail	E	A&I
Personal Qualities/Behaviours:		
Dynamic, flexible and motivated	E	A&I
Creative thinker with a ability to innovate and problem solve	E	A&I
The ability to inspire and motivate others towards a common goal		A&I
Ability to work towards organisational strategy with a people-focussed approach	E	A&I
Comfortable dealing with a variety of stakeholders	E	A&I
Other:		
Ability to work additional/out of office hours	E	A&I
Full, clean, driving licence	E	A&D

How we will assess you			
<b>A</b> Application & CV	<b>I</b> During your interview	<b>D</b> When you produce your documents	<b>T</b> Test to assess your practical competence