

## 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>Marketing Communications Executive</b>
<b>REPORTS TO:</b>	Head of Marketing
<b>PAY BAND:</b>	£26K-£31K
<b>LOCATION:</b>	Hospice Isle of Man
<b>HOURS OF WORK:</b>	37.5 Hours per week

### PURPOSE OF ROLE:

To support Hospice in delivering our strategic goals through income generation, raising awareness of our services and telling the 'Much More Than A Building' story.

To plan and deliver integrated marketing communications across multiple channels that are appropriately positioned for our target audiences.

The post holder should have experience working in a busy and dynamic marketing environment.

The post holder will need to work closely with the CEO, Head of Marketing, the Marketing Team and many other stakeholders, they will also line manage the Marketing Officer.

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

### KEY DUTIES:

Develop compelling marketing communications across traditional and digital marketing channels that focus on income generation and raising awareness of our services.

Maintain and deliver all elements of the integrated marketing communications plan including but not limited to:

- Management of all literature and assets including reviewing, updating and developing new and compelling collateral as required.
- Management of the Hospice website, reviewing continuously and creating/curating engaging and informative content.
- Management of all Hospice social media accounts and responsibility for the creation of engaging content across all channels.
- Management of the Hospice e-newsletters to external and internal stakeholders.
- Management of all PR and advertising activity.

Stay up to date with industry trends and developments and contribute to the planning and implementation of new projects.

Ensure all communications are delivered in line with the Hospice strategy, brand, key messages, brand toolkit and brand guidelines.

Work closely with all key teams within Hospice to create marketing communications plans to support specific key projects that help deliver the strategy.

Use analytics tools to deliver reports on all digital channels including e-newsletters, social media and the website.

Provide day-to-day line management of the Marketing Officer, carrying out appraisals, setting objectives and monitoring performance.

Lead on the integration of communications with the Hospice Isle of Man CRM database.

Provide additional support to other members of the Marketing Team as required including out of hours support at events.

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 workload and quick learning. 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
Maths and English GCSE grade C or above	E	A&D
Marketing/PR/Communications/Business Studies Degree or equivalent	E	A&D
Chartered Institute of Marketing qualification (Level 4 or above)	D	A&D
Experience:		
At least 2 years' experience in a Marketing/PR/Communications role	E	A&I
Significant digital marketing and social media experience	E	A&I
Experience in planning integrated communications campaigns	E	A&I
Line management experience	E	A&I
Experience in using digital marketing tools i.e. analytics, CRM systems, scheduling and task management	E	A&I
Skills/Competencies:		
Excellent communication skills	E	A, I&T
Strong organisational skills	E	I&T
Ability to work quickly and efficiently with an excellent eye for detail	E	A, I&T
Good ICT Skills (including Microsoft Office)	E	A& T
Personal Qualities/Behaviours:		
Dynamic, flexible and motivated	E	I
Creative and able to contribute fresh ideas	E	I&T
A reliable team player	E	A&I
Comfortable dealing with a variety of stakeholders	E	A&I
Other:		
Ability to work additional/out of office hours	E	I
Full, clean, driving licence	D	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