

Queenscourt Hospice Role Description	
Post:	Marketing and Communications Officer
Reportable to:	Head of Income Generation and Communications
Accountable to:	Corporate Services Director
Grade:	Grade D

Role summary:

Our Marketing and Communications Officer will work closely with the Head of Income Generation and Communications (Head of IG&C) to develop key communications outputs which include, but are not limited to, our twice-yearly Queenscourt Matters newsletter and fundraising marketing materials such as blogs for our social media and website. The postholder will be able to build good relationships both within Queenscourt and externally and with support from the Head of IG&C, manage stakeholders accordingly.

To excel in this role, the postholder will be able to flex and adapt their writing style depending on the audience with the ability to write for impact. The postholder will be highly creative and demonstrate a real passion for communicating. The role also requires a keen eye to detail and an ability to schedule and plan for campaigns of varying size and demand. The ability to evaluate and reflect on campaigns will ensure continued success in the role.

Main Duties and responsibilities

1. Working with the Head of IG&C to plan and implement communications and marketing campaigns for Fundraising, Retail and Lottery, and other Queenscourt functions where appropriate.
2. Creating, editing and proof-reading engaging content for web, emails, texts, newsletters, promotional literature, booklets, digital platforms and other marketing materials.
3. Planning and implementing media relations: writing press releases and identifying opportunities for news stories, interviews, features and photo-opportunities.
4. Collaborating with a third-party media agency who support Queenscourt to organise, source, monitor and create content on social media channels, including video and digital content.
5. Liaising with designers and printers in order to oversee the production of marketing materials from concept through to completion.
6. Creating appropriate content for Queenscourt website, ensuring designs and content are fresh and up to date.
7. Familiarisation with Queenscourt website (as back-up for the third-party agency) using WordPress content management system.
8. Writing compelling copy, including patient and supporter stories, and optimise for web and social media.
9. Creating and administering relevant mailshot activity.
10. Finding opportunities and making recommendations for targeted marketing campaigns
11. Working with the Head of Income Generation and Communications to update and monitor the Marketing & Communications Strategy.
12. Providing editorial and proof-reading support to the Head of Income Generation and Communications where required.

Policies and Procedures

13. Understand and comply with the policies and practices of Queenscourt Hospice.
14. Participate in an annual development and review process.
15. Attend statutory and mandatory training in accordance with Queenscourt requirements.

Health and Safety

16. The post holder must familiarise themselves with matters relating to health and safety management as they affect them personally and/or Queenscourt, reporting any potential risks to life or property immediately in accordance with the Queenscourt's Health and Safety policy and procedures. Staff must use all equipment provided to undertake their role safely.

Other

17. Maintain absolute confidentiality in all areas of work.
18. Behave at all times with complete integrity, respect and professional dignity ensuring actions enhance the reputation of themselves and Queenscourt.
19. Make a positive contribution to the organisation and champion the values and mission of Queenscourt Hospice through all aspects of your work.
20. Any other duties commensurate with the grade and post.

NOTE:

This document does not attempt to describe all the tasks to be performed, but indicates the degree of authority, responsibility and discretion required. It will be open to periodic review and as a result, alterations and additions may be made.

Person Specification – Marketing and Communications Officer			
Attributes Required (based on job requirements)	Essential	Desirable	How tested
<u>Qualifications</u>	- Educated to degree level (5) or equivalent experience - Minimum level 2 qualification in literacy and numeracy - IT qualification e.g. ECDL, CLAIT or equivalent experience and competency	- Member of the Chartered Institute of Marketing - Relevant further study	Application Form Certificates
<u>Experience</u>	- Experience of managing and creating appropriate content for a variety of channels including social media; website; video and direct mail campaigns - Experience of analysing, evaluating and improving marketing and comms activity to ensure maximum reach and output - Experience of increasing engagement across all social media channels and boosting website traffic - Experience of developing new and creative marketing and comms activity, within budgetary constraints - Experience of working with third-party agencies to achieve measurable outcomes - Experience of developing and implementing targeted Marketing and Communications plans - Experience of working with a variety of stakeholders within an organisation - Ability to work proactively and reactively - Ability to work on multiple projects for varying audiences simultaneously to tight deadlines	- Experience in Adobe Creative Suites (specifically Photoshop and InDesign) and/or Canva - Experience of using website CRM WordPress - Experience of charitable sector Marketing and Comms - Experience of working with volunteers	Application Form Interview References
<u>Skills & knowledge</u>	- Excellent written and verbal communication skills, including report writing, creative writing and producing digital content - Excellent organisation and prioritisation skills - Ability to create compelling narrative content for Queenscourt	- A demonstrable understanding of hospice philosophy - Knowledge of the local area - Possess a strong attention to detail and proofreading skills - Ability to work on multiple projects for varying audiences simultaneously to tight deadlines	Application Form Interview References Test
<u>Personal Qualities</u>	Highly motivated; calm attitude; can demonstrate initiative; a team player who can demonstrate a positive and flexible approach along with an understanding of the charitable ethos of Queenscourt and the value of working with volunteers		References Interview
<u>Disclosure and Barring Service (DBS)</u>	This post is subject to a disclosure and barring check		

