

**Queenscourt Hospice
Role Description**

Post: Marketing and Communications Assistant

Reportable to: Marketing & Communications Officer

Accountable to: Head of Income Generation and Communications

Grade: Corporate Band B

Role summary:

To support the delivery of the hospice's marketing, communications and engagement activities, helping to raise awareness of hospice services, support fundraising and retail income generation, promote education and volunteering opportunities, and strengthen the hospice's reputation within the local community.

The postholder will assist with the creation and distribution of engaging content across a range of channels, including social media, websites, newsletters, printed publications and media communications, ensuring a consistent and positive representation of the hospice brand.

Main Duties and Responsibilities

Social Media & Digital Communications

- Assist in planning, creating and scheduling content across social media platforms.
- Monitor social media channels and respond to enquiries in line with agreed guidelines.
- Capture and create content including photographs, videos, graphics, stories and testimonials.
- Support the growth of social media audiences and engagement.
- Monitor trends and identify opportunities to promote hospice activity.
- Produce basic performance reports and analytics.

Internal Communications

- Liaise regularly with departments including Fundraising, Retail, Clinical Services, Education, Volunteering, HR and Finance to identify stories and promotional opportunities.
- Support the development of internal communications to keep staff and volunteers informed and engaged.
- Assist with staff newsletters, intranet content and organisational updates.
- Promote organisational achievements, events and key messages internally.

Fundraising & Retail Promotion

- Work closely with fundraising teams to promote campaigns, events, appeals and donor stories.
- Support the promotion of charity shops, furniture stores and retail initiatives.
- Create marketing materials to support fundraising income generation.
- Assist in developing seasonal and campaign-based communications.

Hospice Services Promotion

- Help raise awareness and understanding of hospice care services among patients, families, healthcare professionals and the wider community.

- Support campaigns that promote patient care services, education programmes and bereavement support.
- Gather patient, family and volunteer stories (with appropriate consent).

Content Creation

- Draft engaging content for: newsletters, website articles, press releases, social media posts, case studies, event promotion, leaflets and posters, recruitment campaigns, ensure all communications reflect hospice values and brand guidelines.

Media & Public Relations

- Assist with the preparation and distribution of press releases.
- Maintain media contact databases.
- Monitor local media coverage and identify opportunities for positive publicity.
- Support media visits, interviews and photo opportunities.

Website Management

- Update website content to ensure information remains accurate and current.
- Upload news stories, events and campaign information.
- Support website development and content improvement projects.

Events & Community Engagement

- Support the promotion of fundraising events, community activities and corporate partnerships.
- Attend events where required to gather promotional content.
- Assist with marketing materials and event publicity.

Brand Management

- Help ensure consistent use of organisational branding across all materials.
- Maintain a library of marketing assets including photographs, logos, templates and promotional materials.
- Support the production of printed and digital resources.

Administration & Reporting

- Maintain marketing schedules and content calendars.
- Keep records of marketing activity and campaign outcomes.
- Assist with the ordering of promotional materials and merchandise.
- Support the Marketing & Communications Officer with project coordination and departmental administration.

Other duties may include:

- Support volunteer recruitment campaigns.
- Promote staff recruitment and employer branding.
- Assist with annual reports and impact reporting.
- Help manage patient, family and donor consent records for communications purposes.
- Support awareness campaigns such as Hospice Care Week, Dying Matters Awareness Week and seasonal appeals.
- Monitor online reviews and public feedback.
- Support photography and videography projects.
- Assist with communication during incidents or service changes.
- Develop relationships with local community groups and businesses.
- Help demonstrate the impact of donations through storytelling and case studies.

Policies and Procedures

1. Understand and comply with the policies and practices of Queenscourt.
2. Participate in an annual development and review process.
3. Attend statutory and mandatory training in accordance with Queenscourt requirements.

Health and Safety

4. 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 Queenscourt's Health and Safety policy and procedures. Staff must use all equipment provided to undertake their role safely.

Other

5. Maintain absolute confidentiality in all areas of work.
6. Behave at all times with complete integrity, respect and professional dignity ensuring actions enhance the reputation of themselves and Queenscourt.
7. Make a positive contribution to the organisation and champion the values and mission of Queenscourt Hospice through all aspects of your work.
8. 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 Assistant

Attributes Required (based on job requirements)	Essential	Desirable	How tested
Qualifications	- Level 3 marketing/communications qualification or equivalent experience - Educated to level 2 in numeracy and literacy	Degree or professional qualification within a related field	Application Form Certificates
Experience	- Experience using social media platforms professionally. - Basic photography or video editing skills. - Experience of working in a marketing or communications environment	- Experience within a charity, healthcare or hospice environment. - Experience using website content management systems. - Experience using Canva, Adobe Creative Suite or similar design software. - Experience writing newsletters, press releases or marketing content.	Application Form Interview References
Skills & knowledge	- Excellent written and verbal communication skills. - Strong organisational and administrative skills. - Ability to manage multiple priorities and deadlines. - Good IT skills including Microsoft Office. - Ability to work collaboratively with a wide range of stakeholders. - Understanding of the importance of confidentiality and sensitive communications	Knowledge of email marketing platforms such as Mailchimp.	Application Form Interview References Test
Personal Qualities	Highly motivated; calm attitude; can demonstrate initiative and an intuitive approach to dealing with sensitive situations; team player who can demonstrate a positive and flexible approach along with an understanding of the charitable ethos and of working with volunteers.		References Interview

Disclosure and Barring Service (DBS)	This post is subject to a disclosure and barring check
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