

PILGRIMS HOSPICES – JOB DESCRIPTION

Digital Marketing and Communications Officer

MAIN PURPOSE AND SCOPE OF THE JOB:

Working with the Marketing and Communications Manager, the Digital Marketing and Communications Officer will play a key role in delivering our digital communications strategy as part of our wider external communications strategy. They will be responsible for the day-to-day management of Pilgrims Hospices' digital communities on social media and managing, updating and developing our website. The post holder will support all marketing and communications activities to the highest standards, providing supporters and service users with the best possible information and content.

POSITION IN ORGANISATION

Reports to: Marketing and Communications Manager
Line Manager for: N/A
Location: Pilgrims Hospices, Canterbury
Contract: Fixed term contract – 1 year (35 hours per week)

Employing over 400 staff and supported by 1,500 volunteers, Pilgrims Hospices in East Kent is one of the largest hospices in the UK with units in Canterbury, Margate and Ashford. Each unit provides in-patient facilities, day hospice care and a team of Community Nurses to provide advice and support to patients in their own homes. All our services benefit from a well-resourced multidisciplinary team including full-time counsellors and chaplains at each site, with support from a range of other dedicated therapy staff.

In addition the hospice has a central services team comprising of Human Resources, Education, Accounts, IT, Retail, Fundraising and Lottery.

DUTIES AND KEY RESPONSIBILITIES

A Content creation and planning

- Creating and coordinating news, feature, blog, photo, video and graphics content for Pilgrims website and social media channels in line with the Hospice strategy, these channels include Facebook, Twitter, YouTube, LinkedIn and Instagram. Also managing and updating the social media schedule in the Marketing Live Schedule spreadsheet.
- Creating media briefs for staff and volunteer photographers and videographers who are supporting at fundraising events
- At all times incorporating SEO into content planning. Supporting the communications manager in introducing new SEO guidance for all online contributors from the fundraising and wider internal team
- To manage relationships with all teams that need digital marketing support, including but not limited to clinical, income generation, research, catering and HR
- Providing events coverage for our digital channels, especially high-quality photo and video content

- Interviewing supporters and service users to support the creation of accurate and sensitive 'real life' stories to be adapted for all channels
- Supporting the needs of patients, their families and carers – enabling them to get easy access to the information and help they need.

B Product development

- Supporting continuous website improvements by working consistently to brand guidelines, industry standards and corporate digital guidelines on planning and delivering effective digital content
- Managing the growth of Pilgrims' online community to raise awareness of our services for patients and families and be responsible for increasing our visibility amongst key stakeholders and supporters
- To develop the digital communication to our supporters and other stakeholders through regular and one-off campaigns to achieve an increase in support, participation and income.
- Work closely with other teams to integrate their email communications into the comms journey

C Innovation

- Understand emerging digital technologies to drive innovation in content development through digital channels, including Pilgrims' social media channels.
- Produce monthly digital reports at the end of each month reflecting stats and analytics from content on the Pilgrims website and Facebook and Twitter accounts. Also assist teams with digital stats and analytics as required.

D Direct marketing and donor / supporter development

- To work as part of the campaigns team to create, plan, schedule and deliver marketing and awareness campaigns in order to maximise income and engagement from supporters and to increase public awareness of our services
- To support the fundraising team with Facebook boost requests, this includes gathering content and creating and scheduling Facebook boosts
- To support the fundraising and supporter relations teams as and when required in identifying opportunities for increasing online donations, regular giving platforms and crowd sourcing

E Supporting the wider communication programme

- Supporting the Marketing and Communications Manager to deliver the overall Marketing and Communications Strategy as required
- Supporting accurate expression of the brand across the hospice
- To contribute when needed to the wider hospice marketing and communications needs, which may include proofreading, editing copy, ensuring consistency of brand

design and production processes

- To be willing to work some unsocial hours (including weekends) to support hospice initiatives, activities and events, the majority of which are fundraising events.
- To undertake any other duties that may be required and are appropriate to the post, as requested by the Marketing and Communications Manager.

GENERAL RESPONSIBILITIES

Corporate Governance –

The post holder must, at all times, act honestly and openly and comply with relevant corporate governance requirements, employment legislation and standards of business conduct.

Post holders are expected to be familiar with and comply with all policies and procedures published by Pilgrims Hospices in East Kent.

Health and Safety –

Under the Health & Safety at Work Act (1974), it is the responsibility of the post holder at every level to take care of his/her own health and safety and that of others who may be affected by his/her acts at work.

Data Protection –

Ensure that all data is processed in a fair and lawful way for the specific identified purpose, in line with the General Data Protection Regulations (GDPR), national data protection legislation and Pilgrims Hospices' Data Protection Policy. Data must not be disclosed in any manner which is incompatible with the purpose and to any unauthorised persons or organisations.

Flexibility –

The post holder is expected to work flexibly to be able to meet the challenges and opportunities of working within Pilgrims Hospices in East Kent.

This Job Description is not exhaustive. This job description is a reflection of the current position and the post holder is expected to view it as a guide rather than an exact description of all duties and responsibilities. It may be subject to variation from time to time. The post holder will be required to undertake any other duties that may be required by the Line Manager, commensurate with the level of the post.

Date Written: February 2023

PILGRIMS HOSPICES – PERSON SPECIFICATION

Digital marketing and communications officer

This person specification sets out the essential, minimum qualities we are seeking for this post. Please ensure that your application demonstrates how you meet the criteria. You may include voluntary, unpaid and paid work.

	CRITERIA	Criteria Tested At		
		Application	Interview	Essential?
EXPERIENCE	<ul style="list-style-type: none"> Experience in planning and editing creative digital content including written, image and video for not for profit or commercial websites and social media platforms Experience of using analytics to influence data-informed decisions on content development Experience and knowledge of search engine optimisation. Experience of working with a wide variety of stakeholders Experience of managing own workload and prioritising tasks with competing deadlines 		✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓
SKILLS/ ABILITIES	<ul style="list-style-type: none"> First class relationship building skills Excellent influencing and negotiation skills High level of written and verbal skills. Ability to work to tight deadlines and respond quickly and calmly to emerging opportunities. Highly organised and efficient Strong attention to detail with an eye for layout and design Experience with Apple iMacs, Adobe InDesign, Photoshop and video editing software 		✓ ✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓
KNOWLEDGE	<ul style="list-style-type: none"> Excellent I.T skills to include Word, Excel and Outlook 		✓	✓
QUALIFICATION/ TRAINING	<ul style="list-style-type: none"> Educated to degree level or equivalent. Clean driving license and access to a car. 	✓ ✓		✓ ✓

OTHER REQUIRE-MENTS	<ul style="list-style-type: none"> • Ability to work independently • A flexible and positive attitude • Team player with a collaborative approach towards other departments and teams • Excellent time management skills 		✓ ✓ ✓ ✓	✓ ✓ ✓ ✓
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Date Written: March 2020