



Job Description

Job Title	Marketing Executive
Responsible to	Head of Marketing and Communications
Salary	£24,265
Hours	37.5
Location	Blackburn

Role Outline

We are seeking a dynamic and motivated individual to join our team as a Marketing Executive. This role is ideal for someone with a passion for marketing and will be working with both traditional and digital marketing channels.

The Marketing Executive will have excellent communication skills, previous marketing experience and will play a crucial role in supporting the development and execution of marketing strategies. They will be responsible for managing the day-to-day marketing activity and support the Head of Marketing and Communications.

Key Responsibilities

- Be responsible for the day-to-day management of marketing activities
- Create imagery for social media, website imagery, newsletters, email marketing and internal comms
- Film and edit videos for social media and digital campaigns

- Support the Head of Marketing & Communications in the delivery of impactful marketing activity and collateral
- Grow, report and analyse the Hospice social media channels, developing a social media strategy
- Engage with our stakeholders and community online
- Plan and schedule social media posts according to the campaign calendar, ensuring tone of voice and consistent messaging
- Stay current with the latest marketing trends and propose innovative ideas, using creative thinking for all campaigns and projects
- Produce paid campaigns across social media
- Deliver engaging email campaigns and grow the email database
- Provide reports and use analytics tools such as Google Analytics and other reporting platforms to track the performance of campaigns and make adjustments where necessary
- Manage the Hospice website and keep it up-to-date and accurate with fresh content
- Assist in the development of the hospice's brand and website
- Create engaging written content across multiple channels including press releases, blogs, patient stories, case studies, social media, email marketing, website content, newsletters, internal and external comms and campaign copy.
- Support the Head of Marketing & Communications in the delivery of internal and external communication strategies
- Liaise with local and regional press, building relationships and coordinating media interviews
- Collaborate with external agencies
- Develop and deliver engaging media and communications campaigns
- Produce and analyse reports monitoring communications activity
- Assist in managing the SEO strategy, including identifying keywords, creating backlinks, updating directories, and working on both on-page and off-page SEO strategies

- Support internal communication initiatives, ensuring that information is effectively communicated to employees and volunteers
- Produce marketing collateral, including leaflets, posters and booklets
- Work closely with the Fundraising team to support the delivery of engaging campaigns and events

Professional Responsibilities

- Maintain appropriate and respectful professional relationships with colleagues and other staff
- Exercise good personal time management, punctuality, appearance and consistent reliable attendance
- Ensure that personal actions and conduct apply with hospice policies and procedures
- Ensure effective use of hospice resources
- Act as an ambassador for the East Lancashire Hospice promoting at all times our vision which is to help everyone who comes into contact with the hospice to make the most of life. We do this by committing to our values: to care, listen, respect and work together to support people to live well until they die and support those affected by death.

Personal Development

- Access mandatory training appropriate to the role
- Participate in the hospice appraisal system and access training opportunities to improve own knowledge and skills

Managing Services

- Ensure a safe environment by ensuring the reporting of hazards and incidents, completion of relevant risk assessments, investigation of incidents and implementation of risk reduction measures
- Ensure effective use of all resources within the allocated budget

Statutory Duties

- Ensure the security of information accessed in the course of your duties ensuring compliance with the Data Protection Act, Caldicott principles and information governance best practice guidance
- Report any hazards or incidents in accordance with the Health Safety and Risk Management Policy and procedures
- Comply with the East Lancashire Hospice 'no smoking' policy in all hospice premises and grounds
- Be responsible for maintaining own vaccinations including Hepatitis B immunity (as applicable)
- Ensure that infection control measures are followed in relation to your role
- Work at all times to safeguard the rights of individuals promoting their wellbeing and protecting those at risk from harm, acting on any concerns related to safeguarding children and adults at risk in line with policy and local guidance
- Work at all times to respect people's individuality, rights and diversity to ensure equality.

Working Hours

The post holder will work their hours flexibly. These will be worked according to a rota of up to any 5 days of a 7 day working week.

NOTES

This job description reflects how the post currently meets the needs of the service. Since the hospice is constantly developing and changing its services to ensure it meets the needs of the community it serves, the role and responsibilities of the post holder may change accordingly.

This job description will be reviewed annually at the annual PDR and may change as is deemed necessary.

Equality and Diversity

We support an inclusive and holistic working environment and aim to empower our people to bring their authentic self to work. We are committed to this and so encourage applications from all individuals with the required skills for the role inclusive of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, colour, caste, nationality, ethnic or national origin, religion or belief, socio-economic background, trade union membership status, marriage, and civil partnerships.

ELH is committed to equality of opportunity for all staff and volunteers.

ACCEPTANCE OF JOB DESCRIPTION

I confirm I accept the duties contained in the above job description.

PRINT NAME:

SIGNED: **DATE:**

Person Specification

Date	Post	Recruiting manager		
	Criteria	Essential	Desirable	Tested By
Experience	Strong written and verbal communication skills	<input type="checkbox"/>		Application, Interview
	The ability to write engaging content for a range of platforms	<input type="checkbox"/>		
	Experience in managing social media platforms, analytics and marketing tools	<input type="checkbox"/>		
	Experience in managing day-to-day marketing activity	<input type="checkbox"/>		
	The ability to work in a fast paced environment	<input type="checkbox"/>		
	Highly organised with the ability to multitask and prioritise	<input type="checkbox"/>		
	Creative thinker with a keen eye for detail	<input type="checkbox"/>		
	Experience working within a Marketing/Comms environment	<input type="checkbox"/>		
	Confident graphic design skills with experience of creating social media graphics, posters and leaflets	<input type="checkbox"/>		

	<p>Experience of email marketing platforms</p> <p>Confident in producing and analysing reports</p> <p>Experience of working for a charity/hospice</p> <p>Basic knowledge of SEO</p>	<p>☐</p>	<p>☐</p> <p>☐</p>	
Qualifications	<p>Marketing Qualification or equivalent in a relevant field</p>	<p>☐</p>		<p>Application, Interview</p>
Knowledge	<p>Knowledge of the local area and hospice community</p> <p>Knowledge of Marketing channels and strategies</p> <p>Knowledge of East Lancashire Hospice and the services it provides</p>	<p>☐</p> <p>☐</p>	<p>☐</p>	<p>Application, Interview</p>

Skills	<p>Excellent communication skills, both written and verbal, with strong attention to detail</p> <p>IT literate</p> <p>Able to use own initiative and work without supervision</p> <p>Able to work as a team and be supportive of team members</p> <p>Understanding of the issues surrounding the climate and structure of working in a charitable organisation</p>	<p>☐</p> <p>☐</p> <p>☐</p> <p>☐</p>	<p>☐</p>	Application, Interview
Personal Attributes	<p>Able to use initiative and be self-motivated</p> <p>Flexible to work unsociable hours</p> <p>Willing to adapt to changing needs of the role</p> <p>Have a positive approach</p>	<p>☐</p> <p>☐</p> <p>☐</p> <p>☐</p>		Interview, Reference