

# EAST LANCASHIRE HOSPICE

Registered Charity No: 1075653

**Job Title:** Marketing and Communications Team Leader

**Accountable to:** Income Generation Director

## KEY PERFORMANCE AREAS

- Work with Service Directors and Head of Department to ensure the hospice brand and key messages are coherent, relevant and incorporated into all hospice communications across the whole of the communities we serve
- Work closely with Service Directors and Head of Department throughout the organisation to explore ways of developing and implementing communications systems in line with the hospices strategic objectives
- Be responsible for implementing and developing marketing strategies. Analyses the outcome of marketing interventions and produce internal reports to demonstrate the impact
- Work with Service Directors and Head of Department to promote the hospice services throughout its footprint area, including Café Retreat, the shops and furniture warehouse
- Seek out stories to promote the hospice benefits and services and ensure coverage in all media platforms
- Be responsible for ensuring effective communication of key organisational messages by developing and maintaining the hospice website and social media communication to their maximum potential
- Be responsible for ensuring own knowledge and skills are kept up to date
- Develop customer databases, implementing customer segmentation tools to ensure that relationships are continually enhanced and developed
- Develop and implement targeted marketing campaigns to promote the work of the hospice
- Be responsible for and analyse analytics and data for our website and social media platforms and report on this on a quarterly basis
- Identify new opportunities and generate leads via marketing campaigns and networking
- Be responsible for developing staff under your supervision
- Be responsible for ensuring that all internal and external literature produced by the hospice is appropriate and of a high, professional standard and that the hospice brand and key messages are consistent.

## PROFESSIONAL RESPONSIBILITIES

- Maintain appropriate and respectful professional relationships with colleagues and other staff
- Exercise good personal time management, punctuality, appearance and consistent reliable attendance
- Act as an ambassador for the East Lancashire Hospice promoting at all times the hospice mission, values, and acting in a way to uphold public confidence
- Conduct duties with regard to the hospice's stated values that:
  - Patients are individuals and have a right to respect, privacy, dignity and choice
  - Staff and volunteers are vital to the hospice's success, and it is their contribution which provides the hospice with its quality service and reputation
  - Our services should be focused on meeting our patients' requirements

- Value for money is achieved making the most effective use of available resources
- Ensure that personal actions and conduct apply with hospice policies and procedures
- Ensure effective use of hospice resources

### **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
- Participate in the education and training of others as appropriate.

### **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 allocated budget

### **MANAGING PEOPLE**

- Induct new staff and volunteers in accordance with hospice policy and procedures to ensure they have the appropriate information and training to carry out their role
- Facilitate staff development to enhance service delivery
- Organise and manage staff in accordance with hospice policies and procedures

### **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**

### **NOTES**

This job description currently reflects the post to meet the needs of the service. However the hospice is constantly developing and changing its services to ensure it meets the needs of the community it serves.

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

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### **ACCEPTANCE OF JOB DESCRIPTION**

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

**NAME:** .....  
(PRINT)

**SIGNED:** .....      **DATE:** .....

## EAST LANCASHIRE HOSPICE

### Person Specification

Date	Post	Recruiting manager		
		Essential	Desirable	Tested By
<b>Experience</b>	E1 A minimum of 3 years' experience.	✓		Application/ Interview
	E2 Exploring ways of improving existing products/services to increase awareness brand	✓		Application/ Interview
	E3 Customer database experience	✓		Application/ Interview
	E4 Identifying target markets and developing plans to communicate with them	✓		Application/ Interview
	E5 Experience of writing creatively	✓		Application
	E6 Experience of organising and leading on projects	✓		Application/ Interview
	E7 Previous experience in planning, creating, developing and implementing marketing campaigns from concept to implementation	✓		Application/ Interview
<b>Qualifications</b>	Q1 Educated to Degree level preferably with CIM qualification		✓	Application
<b>Knowledge</b>	K1 A wide range of marketing techniques and concepts	✓		Application/ Interview
<b>Skills</b>	S1 Excellent communicator	✓		Interview
	S2 Ability to respond to pressure	✓		Interview
	S3 Ability to think creatively	✓		Application/ Interview
	S4 Ability to work to deadlines	✓		Application/ Interview
	S5 Good numerical skills with the ability to critically analyse data	✓		Application/ Interview
	S6 Fully IT literate with the ability to use excel and power point to a	✓		Application/ Interview

	high standard			
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	S7 Ability to design creatively and copy write with excellent attention to detail	✓		Application/ Interview
	S8 Ability to plan and organise effectively	✓		Interview
	S10 Ability to work as part of a multi professional team	✓		Interview
	S11 Ability to challenge and influence other professionals across the organisation	✓		Interview
	S12 Ability to build rapport with internal and external personnel/customers	✓		Application/ Interview
<b>Personal Attributes</b>	PA1 Highly enthusiastic	✓		Interview
	PA2 Self motivated	✓		Interview
	PA3 Flexible	✓		Interview
	PA4 Car owner/driver	✓		Application