

st michael's hospice

JOB DESCRIPTION

Job Title:	Marketing and Communications Manager
Job Location:	St Michael's Hospice
Responsible to:	Associate Director of Capital Build, Communications, and Marketing

1.0 MAIN PURPOSE OF THE ROLE

Develop a people-centred marketing and communications strategy producing integrated campaigns to increase the reach and exposure of St Michael's Hospice (SMH), as well as to drive income and raise awareness of the importance of supporting people with dying, death and loss, and promote the positive difference the Hospice makes to people's lives.

2.0 KEY RESPONSIBILITIES

People

- 1.1. Provide effective and supportive people management to direct reports, ensuring good management practice, following SMH policies and processes.
- 1.2. Lead the Marketing and Communications Team by guiding them in the work they do, working together with them, and by creating a collaborative and supportive environment where everyone's wellbeing is considered, and professional growth is encouraged.
- 1.3. Manage the recruitment, induction, and on-going development of the Marketing and Communications Team to support achievement of strategic and operational KPIs and objectives.
- 1.4. Recruit, support and develop Marketing and Communications Volunteers ensuring suitable work and training is provided.
- 1.5. Work in partnership with all teams across the Hospice.
- 1.6. Develop and implement brand and tone of voice training for Hospice staff and volunteers in partnership with the Education Team.
- 1.7. Establish good relationships with external partners and networks.
- 1.8. Be an ambassador for the Hospice.

Marketing and communications

- 1.1. Support the Associate Director of Capital Build, Communications, and Marketing to lead the strategic development of SMH's Marketing and Communications function.
- 1.2. Create inspiring and compelling stories about the people we support.

- 1.3. Raise the Hospice's profile as the community's specialist support in dying, death, and loss.
- 1.4. With the Associate Director of Capital Build, Communications, and Marketing, develop an overarching marketing and communications strategy informed by data analysis and audience insight, aligned to SMH's business strategy and priorities.
- 1.5. Translate strategy into deliverable, tactical plans.
- 1.6. Develop KPIs that demonstrate success of campaigns and activities as well as areas of focus and underperformance to inform future campaign planning.
- 1.7. Ensure cross-organisational engagement and planning to deliver integrated campaigns that communicate a holistic view of the Hospice.
- 1.8. Facilitate audience research to ensure SMH continues to focus on the issues that matter to people.
- 1.9. Develop and manage an annual activity calendar and corresponding level of marketing, communications and promotional support required.
- 1.10. Support the Associate Director of Capital Build, Communications, and Marketing with internal communications strategy and delivery.
- 1.11. Develop and champion the SMH brand ensuring our vision, mission and values are central in all our communications.
- 1.12. Develop and manage SMH brand guidelines including tone of voice guidance to provide flexibility and encourage creativity whilst ensuring consistency.
- 1.13. Oversee SMH website development with focus on user experience and content for keywords and SEO to maximise engagement.
- 1.14. Lead the development of a social media strategy, as part of overall marketing and communications strategy, that is informed by data and insight.
- 1.15. Work with Associate Director of Capital Build, Communications, and Marketing to develop plan for out-of-hours social media community management.
- 1.16. Ensure ways of working, e.g. workflow management and social media scheduling, are optimised for efficiency and ease of use via digital tools.
- 1.17. Implement and oversee a digital asset management platform to support marketing and communications activity.
- 1.18. Work with Data Protection Officer (DPO) to ensure GDPR compliance as part of digital marketing and communications strategy.
- 1.19. Oversee liaisons with the media and manage key media contacts list.
- 1.20. Develop and manage relationships with suppliers.
- 1.21. Establish roster of SMH-approved agencies and freelancers for specific campaigns or when team is working at capacity.
- 1.22. Keep up to date on marketing and communications industry news and trends, as well as best practice in the healthcare and charity sectors in relation to marketing, communications, and associated legislation.

Budget management and reporting

- 1.1. Responsible for marketing and communications budget in partnership with Associate Director of Capital Build, Communications, and Marketing and Finance Team.
- 1.2. Produce reports on the impact of SMH communications and marketing for Extended Leadership Team and Board of Trustees when required.

General

- 1.1. Undertake flexible hours as and when the need arises to ensure the success of marketing activities.
- 1.2. Responsible for reviewing and updating related policies including engaging with key staff to ensure the policies are fit for purpose.
- 1.3. Act as a responsible individual in relation to Health and Safety and be aware of the responsibilities of all employees to maintain a safe and healthy environment for patients, visitors, staff, and volunteers.
- 1.4. Support and participate in Hospice fundraising activities when possible.

This job description is not intended to be exhaustive and may be reviewed at any time to meet the needs of the business.

PERSON SPECIFICATION

Post Title:	Marketing and Communications Manager
Department:	Marketing and Communications Team

	Essential Criteria	Desirable Criteria
Education and qualifications	<p>Educated to degree level, or professional qualification, or equivalent experience in marketing and communications.</p> <p>Evidence of continuing professional development.</p>	<p>Leadership and management - qualification at Certificate or Diploma level.</p>
Knowledge and experience	<p>Minimum three years' experience of working in a marketing and communications manager role.</p> <p>People management experience.</p> <p>Proven track record in managing successful marketing campaigns including digital marketing.</p> <p>Experience of using data analysis and audience insight to inform decision making relating to promoting services.</p> <p>Experience of managing a departmental budget and assessing financial information.</p> <p>Experienced in setting, monitoring, and reporting against key performance indicators.</p> <p>Evidence of working in partnership with internal and external stakeholders.</p> <p>Experience of liaising with the media.</p>	<p>Experience in a marketing and communications management role in a charity.</p> <p>Knowledge of audience research.</p> <p>Experience of producing charity appeals, fundraising, and publicity materials.</p> <p>Experience of planning and marketing events.</p> <p>Experience of managing internal communications.</p> <p>Experience of working with web design agencies.</p> <p>Experience in using website Content Management Systems (CMS) including WordPress.</p> <p>Knowledge of SEO and keyword optimisation.</p> <p>Experience of developing workflow management processes using digital tools e.g. Microsoft Planner, Trello, Monday.com.</p>
Skills and ability	<p>Creativity.</p> <p>Strong organisational and project management skills.</p>	<p>Graphic design skills.</p> <p>Photography skills.</p>

Skills and ability	<p>Attention to detail and quality. Excellent communicator.</p> <p>Ability to motivate and develop others.</p> <p>Ability to present solutions to problems proactively and constructively.</p> <p>Ability to work productively in a busy environment with occasional tight deadlines and changing priorities.</p> <p>Ability to work flexibly; independently, in a small team, and collaboratively across the organisation.</p> <p>Excellent practical application of IT software packages e.g. Adobe, Canva, Microsoft.</p> <p>Ability to create mix of marketing collateral.</p>	Video creating and editing skills.
Personal attributes	<p>Can-do, friendly attitude.</p> <p>Innovative and forward thinking.</p> <p>Inquisitive, curious mindset.</p> <p>A collaborative, coaching working style.</p> <p>Team player.</p> <p>Self-confident and able to inspire confidence in others.</p> <p>Sensitive to working with people with palliative care or end of life needs and their families/communities at vulnerable and emotional times in their lives.</p> <p>Advocate for mental health and wellbeing.</p>	