

# Job Description

## SECTION IDENTIFICATION

<b>Job title:</b>	Communications and Marketing Assistant
<b>Responsible to:</b>	Communications and Marketing Manager
<b>Grade/salary:</b>	£23,050 pro rata
<b>Contract type:</b>	Permanent.
<b>Hours:</b>	Flexible for the right candidate. 4-5 days a week (30-37.5 hours)
<b>Team:</b>	Income Generation Department (Communications & Marketing Team)
<b>Location/base:</b>	384 Woodborough Road, Nottingham, NG3 4JF. Flexible hybrid for the right candidate.

## SECTION 1 – JOB SUMMARY

You'll be an integral part of the hospice's in-house Comms & Marketing (C&M). The role stretches across the length and breadth of the marketing mix – including internal communications, print communications, digital marketing, media relations and design.

Working alongside senior colleagues, the role holder will support large-scale fundraising campaigns, whilst also owning individual projects across other areas including care services, HR, volunteering and retail.

## SECTION 2 - ORGANISATION CHART/ ACCOUNTABILITY



## SECTION 3 - MAIN DUTIES AND RESPONSIBILITIES

- Daily monitoring of press and social channels – ensuring swift responses to queries and supporters, and horizon scanning for potential story opportunities.
- Digital marketing, including developing social media content for key income generation projects such as community and corporate Fundraising, and the promotion of our Community Shops.
- Craft interesting and topical case studies, blogs and stories for a variety of channels.
- Network across hospice colleagues and external connections (including patients) to source stories, ideas for content and fundraising opportunities.
- Aid the writing, production and printing of materials including leaflets, posters, signage.
- Support digital maintenance including search engine optimisation, Google Ads and Google Analytics.
- Take responsibility for keeping webpages and blogs updated using Content Management tools.
- Aid sending regular e-news bulletins to supporters through mailing systems including Mail Chimp.
- Support media relations; responding to queries, chaperoning journalist visits, filming and recording, and where necessary aiding with the sharing of news to the press.
- Research and build internal communications bulletins.
- Regularly update the hospice intranet with necessary news stories, events and useful links/resources as required.
- Experiment with uses of Artificial Intelligence to produce content and improve quality and quantity of existing communications.
- Aid the creation of project and monthly communications reports.
- Support communications working groups and take part in creative think tanks – helping to tackle challenges and opportunities facing the hospice.
- Use systems such as Canva and Adobe to assist in design tasks – adhering to brand guidelines and upholding the hospice identity.
- Help produce photography and video content to promote the hospice’s work and inspire its supporters and volunteers.
- Administrative support to help ensure the smooth running of the team and its wider department. Examples include but are not limited to digitising records such as photography and archive materials, helping to organise team storage and audit/record assets for the organisation.
- Source quotes for design and print support, liaise with external providers.
- Other tasks and challenges, that may reasonably be assigned to you by the Communications and Marketing Manager.
- Ensure Nottinghamshire Hospice’s commitment to equality, diversity and inclusion is embedded in all areas of people practice.
- Act as a champion for equality, diversity and inclusion, challenging poor or inappropriate practice in all areas of Nottinghamshire Hospice delivery of service. This is not restricted to the Income Generation department.

## **SECTION 4 – OUR DREAM CANDIDATE**

### **ESSENTIAL**

- We welcome experience and knowledge from a wealth of different sources including voluntary work, studies and other (non-marketing) job roles.
- Strong verbal communication skills, an inquisitive nature.
- Excellent writing skills; you must be able to demonstrate an ability to write for a variety of channels.
- Friendly, can-do attitude with an enthusiasm to complete tasks to a high standard.
- Interest in the charity sector and passion for healthcare.
- Experience in admin tasks (can include sales or service roles, volunteering, or studies).
- Willing to develop knowledge about – or already has interest in – uses of AI.
- Computer literate, with Microsoft Office skills.

### **DESIRABLE**

- Experience using Canva, Adobe Creative Cloud, Word Press, Sprout Social or other comparable products also desirable.

## **SECTION 5 – YOUR WORK ENVIRONMENT**

- Working at a PC and desk for longer periods of time.
- Fast-paced environment with varied workloads and deadlines.
- Requirement to occasionally work outside normal office hours – this can include events that may require some lifting and carrying.
- Need to connect with and collaborate with colleagues across the whole organisation.
- Instructing and feeding back to external agencies.
- Based in a historic building (upper floors are not accessible by lift or elevator).

## **SECTION 6 - COMMITMENT TO HEALTH AND SAFETY, CONFIDENTIALITY AND EQUAL OPPORTUNITIES**

### **HEALTH AND SAFETY / SECURITY**

It is the duty of every employee to work in such a way that accidents to themselves and to others are avoided, and to co-operate in maintaining their place of work in a tidy and safe condition, thereby minimising risk. Employees will, therefore, refer any matters of concern through their respective line managers. Similarly, it is each person's responsibility to ensure a secure environment and bring any breaches of security to the attention of their managers.

### **INFORMATION GOVERNANCE**

Nottinghamshire Hospice is required to maintain compliance with the NHS Information Governance Toolkit. All staff must ensure compliance with the requirements for information management and security. Should a breach occur all staff are required to report it immediately to their Line Manager and the Data Protection Legislative Controller.

### **INFECTION CONTROL**

Nottinghamshire Hospice has its own policy for Infection Control. All staff must keep up to date with the new policies and subsequent implementation in practice.

All staff must contact their Line Manager if they are suffering from any form of infection with may put patients and other staff at risk.

### **NO-SMOKING POLICY**

Nottinghamshire Hospice has its own smoking policy which details the Hospice is a non-smoking organisation. The policy applies to all staff at all times.

### **EQUALITY, DIVERSITY & INCLUSION**

Nottinghamshire Hospice is fully committed to supporting and promoting equality, diversity and inclusion best practice within our workforce, as well as with our patients and supporters. We are on a journey to be an inclusive hospice where a culture to celebrate equality, diversity and inclusion is embedded and discrimination challenged together at every level. We warmly welcome those from all backgrounds - this diversity is important for our journey and values and enriches the services we offer. We particularly welcome applicants from minoritised ethnic communities, applicants with disabilities, and male applicants,

as they are currently under-represented within our workforce. Copies of the Equality and Diversity Policy are available on the Hospice's website / About Us / Governance / HR Policies and Procedures. This policy applies to all Nottinghamshire Hospice staff and relies on all staff to embed it into their day-to-day work, treat all people with respect and in line with the policy, and report any observed discrimination or mistreatment based on protected characteristics.

### **PERFORMANCE REVIEWS**

The Hospice is committed to regular performance appraisal (including setting objectives for review annually) and agreement of personal development plans for all staff to enhance their ability to fulfil the requirements of their post.

### **SECTION 7 - CONFIDENTIALITY AND FREEDOM OF INFORMATION**

Information relating to patients' records, diagnosis and/or treatment of patients, staff records, or information concerning contracts, tenders and other commercially sensitive matters etc. are considered to be confidential and must not be divulged without prior authority other than in accordance with the provisions of the Policy on raising concerns about Health Care Services as may be amended from time to time. All information held by Nottinghamshire Hospice is subject to the General Data Protection Regulations 2018. You will be required to observe Nottinghamshire Hospice policy on the data Protection applicable to your role, functions and wider organisation requirements. Breaches of the regulations or any aspect of confidentiality will result in disciplinary action and may result in dismissal. Managers are also required as a condition of this Contract to represent the views of the Hospice in any dealing they may have with employees, their representatives, the media, general public or other organisations in which he/she may come into contact. In addition to the above confidentiality requirements, you must also comply with all aspects of the law concerned with information handling. For this purpose, the relevant legislation is the Freedom of Information Act 2000. This Act places a legal duty on all staff to comply with the rights of the public to access information. Any altering, destroying or concealing of information held by the Hospice with the intention of preventing the legitimate disclosure of all or part of that information will result in disciplinary action, and may result in dismissal.

### **SECTION 8 - JOB DESCRIPTION AGREEMENT**

This job description is a guide to the duties you will be expected to perform immediately on your appointment. It is not an exhaustive list, and such duties may well be altered from time to time to meet changes in the Hospice's requirements. Any such changes will be commensurate with the grade of the post and will be discussed with the post holder prior to the changes being made.