



Job Description

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| Job Title: | Marketing Assistant |
| Tenure: | Permanent |
| Base: | Workington Head Office |
| Responsible to: | Supporter Engagement Team Leader |
| Responsible for: | No direct reports |
| Hours: | 22.5 hours per week |

JOB SUMMARY:

The role of Marketing Assistant is based within the Marketing and Income Generation (MIG) Team. The overall purpose of the MIG Team is to raise the profile of Hospice at Home West Cumbria (HHWC) and to generate income to support all Hospice activities.

The post holder will play a key role in supporting the delivery of these objectives through digital and other marketing and communications activities, working alongside fundraising, retail and clinical services to support and enhance their activities.

DUTIES AND RESPONSIBILITIES OF THE POST:

Key responsibilities of the job:

- In conjunction with the Supporter Engagement Team Leader and Marketing & Communications Co-ordinator, work collaboratively to contribute to the delivery of an effective annual marketing and communications plan.
- Day-to-day administration of our website, social media platforms and other digital communication tools, creating an engaging and participative online experience.
- Track, monitor and respond to engagements on our social media platforms, using common sense and sensitivity to safeguard the integrity of HHWC at all times.

- Support the delivery of marketing activities and campaigns to enhance and grow the charity's brand.
- Work with colleagues in the MIG Team to maintain the Hospice at Home West Cumbria brand and act as brand guardian ensuring consistency and visibility of brand across the organisation and within the local communities in which we serve.
- Assist with the compilation of content for internal and external news items/information to ensure people (internal and external) are informed, engaged and connected to what's happening across the organisation and understand how they can contribute to meeting the charity objectives and support us.
- Support the delivery of creative and engaging internal, local, regional and national awareness campaigns to increase engagement levels and opportunities for income generation.
- Support the coordination of and participates in photo, video shoots and interviews, developing a library of images and content for use in marketing materials.
- Develop a detailed knowledge of the work of HHWC, undertaking speaking engagements giving talks and presentations to develop and inform our supporters and potential supporters.

Personal Development:

- To be committed to personal and professional development and engage in mandatory and statutory training as required.
- To set challenging goals through the appraisal process to ensure the effective delivery of personal objectives.
- To keep updated with current policies and procedures.

General:

- To ensure that personal conduct, ways of working and work activities are aligned to the Hospice's purpose and values at all times.
- In accordance with the Data Protection Act 2018 and the General Data Protection Regulations, to ensure the maintenance of confidentiality in respect of staff, volunteer and client records and all privileged information relating to the services of the Charity, its patients, staff and volunteers and particularly of the area for which directly responsible.
- To promote and foster the Hospice's reputation and standing within the community and with private, statutory and voluntary sector agencies and organisations.

- To adhere to the Health and Safety policy and report all accidents, incidents or near misses promptly and when requested to co-operate with any investigations undertaken.
- To be aware of obligations and to abide by the spirit and nature of the Equal Opportunities policy to avoid direct and indirect discrimination.
- To undertake any other duties which may be reasonably required.

Person Specification - Marketing Assistant

| | Qualities Required | Essential (E) Desirable (D) | Method of Assessment |
|---|---|--------------------------------|-------------------------|
| Practical Knowledge and Qualifications | Communications/marketing qualification OR relevant experience | E | A/I |
| | Knowledge of social media scheduling and content management software e.g. Hootsuite | D | A/I |
| | Knowledge and understanding of Google Analytics reports | D | A/I |
| Skills and Competencies | Ability to perform simple mathematical calculations manually | E | A |
| | Ability to devise communications that contain accurate grammar and spelling | E | A |
| | Skilled communicator, able to enthuse and engage others using written and verbal communication and an ability to write for different formats and audiences with exceptional attention to detail | E | A/I/E |
| | Works well to deadlines and under pressure and an ability to prioritise and use initiative | E | I |
| | Ability to work independently with minimum supervision, as well as work well with team members | E | A/I |
| | Advanced IT skills and working knowledge of all Office applications | E | A/I |
| | Strong admin and organisational skills | E | A/I |
| | Self-motivated with a positive attitude and demonstrable strive to find practical solutions to problems seeing what needs to be done and gets on and does it | E | A/I |
| | A creative and innovative flair | E | I/E |
| | Approachable, professional and compassionate | E | I |
| | Flexible in times of change and support new ways of working | E | I |
| | Flexible, with a willingness to work occasional weekends and evenings to fulfil the requirement of the post | E | A/I |
| | Prepared to travel and attend meetings and training as required | E | A |

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| Experience | Experience of working in a marketing and/or communications environment | E | A/I |
| | Experience of editing and proofing | D | A/I |
| | Experience of working with website content management systems | E | A/I |
| | Experience of working with the media | D | A/I |
| | Working knowledge of Photoshop, Adobe, Indesign or other graphic design packages | D | A/I |
| | Working knowledge of social media platforms including Facebook, Instagram, LinkedIn | E | A/I/E |

A = Application Form

I = Interview

E = Exercise