

## **ST ANDREW'S HOSPICE** **JOB DESCRIPTION**

<b>Job title</b>	: Digital Communications Officer
<b>Department</b>	: Income Generation
<b>Reports to / Line Manager</b>	: Head of Communications and Marketing
<b>Pay Range</b>	: NC6

### **Purpose of Job**

This role is responsible for assisting the Head of Communications & Marketing with all internal and external communications and marketing for the hospice, raising the profile of its work, ensuring its messages are consistent and, that the positive image of St Andrew's is maintained, supporting its vision, values and mission.

The role has particular responsibility for ensuring all of the digital / social media communications of the hospice are designed, produced and delivered in an impactful way along with a key role in the liaison with teams on their campaigns supporting them to plan, create and deliver successful campaigns in a wide range of areas using a wide array of media and being able to measure the success of such campaigns.

The role will work alongside teams to ensure that campaigns have the professional planning, design and insight required to maximise success ensuring that campaign plans have the appropriate lead time and content.

In addition, the role will lead on communications, marketing and digital special projects as determined by the Head of Communications and Marketing and DCEO.

### **Main responsibilities**

#### **Organisation and Strategy**

Support the delivery of the Communications and Marketing activities linked to the strategy, utilising the entire spectrum of communication and marketing disciplines including but not confined to : direct marketing, PR/ advertising, print, digital and social media.

Produce assets to support the Communications and Marketing function and objectives linked to the strategy

Provide innovation and creativity regarding the development of new technological approaches to support the implementation objectives

Assist with the development and delivery of key messages which maintain appropriate and consistent language and terminology and align with the brand.

## Digital Communications Officer

Develop and maintain an understanding of St Andrew's Hospice's individual stakeholder groups, and support the Communications and Marketing function with the creation and implementation of targeted campaigns which deliver a compelling and impactful messaging.

Take a key role in the liaison with teams on their campaigns, supporting them to plan, create and deliver successful campaigns in a wide range of areas using a wide array of media and being able to measure the success of such campaigns through analytics and similar tools. Use expertise to advise and guide colleagues on the optimal and cost effective ways of promoting their initiative.

Take a lead role on a wide range of communications marketing and digital projects

### **Internal Communications**

Using internal communications channels (such as Workplace and others) to ensure regular updates are issued to all staff (employees and volunteers) and news is tailored appropriately and in an interesting manner.

Work with staff to ensure they are well briefed on communications matters and work within communications related policies, procedures and guidelines.

In the absence of the Head of Communications and Marketing, represent department at team meetings and in some instances become the lead link person for the hospice.

### **Publications, Website & Social Media**

Produce in-house materials, ask for quotes and ensure processes such as organising storage of artwork and completing and recording purchase orders are followed.

Produce written copy, including press releases, copy for internal communications and support the logging of press activity.

Produce digital content including photography, video, designs and other content and assets for social media, assets, emails and the website.

Support the collection and analysis of media analytics using these to improve the efficacy of the function

Manage the departments administrative and IT processes which include; record keeping, stock control of materials, reporting, managing consent records and storage of artwork.

Assist in the monitoring of all messages received through the website, social media platforms, and the general email inbox.

## Digital Communications Officer

Act as a brand guardian, ensure consistency across all internal and external Communications and Marketing through appropriate and consistent use of language and terminology, and in the application of the visual identity.

Assist the Communications and Marketing function in the delivery of timely and effective marketing materials, taking the lead as determined by the work required

Support patient services, fundraising and retail teams engage effectively with their target audience including registration and engagement technologies as applicable.

Manage and coordinate the external banners at various locations in the town ensuring a planner is in place to ensure timely and seamless transitions of messaging

Edit and update the website to meet day to day requirements

Manage social media channels and the content that appears on them using software to cross post and schedule messaging as required

## External Profile and Engagement

Communicate effectively with external audiences with a view to protecting and enhancing our reputation as a care provider and employer, increasing awareness of St Andrew's as a charity and maximising income from all sources.

Develop relationships with key media organisations to secure and grow media coverage both online and offline.

Build strong relationships with key stakeholders for the benefit of the hospice.

Write press releases and other copy ensuring optimal press and media coverage.

Identify newsworthy activities and develop their usage within the communications and marketing activity

Assist the Head of Communications and Marketing to ensure all hospice events and activities are captured in video, images and narrative and communicated to all appropriate stakeholders as required.

Maintain appropriate and consistent language and terminology across all media.

## Horizon Scanning, Analysis and Reporting

## Digital Communications Officer

Collate and analyse current communications and marketing messages, ensuring consistency.

Keep up to date on best practice and current trends in digital and charity communications and marketing and the charity sector generally, having an awareness of changes to communications and marketing innovation, digital advancements, legislation and applicable codes of practice and undertaking CPD commensurate with the changing nature of the environment

Manage, schedule and publish social media content (including paid for) across all channels and platforms analysing and reporting on their efficacy

Optimise SEO for the website and support communications using Google pay per click approaches and similar technologies

Understand and be able to optimise donor journeys in their interactions with the hospice

### **Person Specification**

#### **Qualifications**

##### Essential

Minimum level 3 in communications, marketing, media, PR, journalism or an appropriately related qualification for example psychology, marketing, IT, business etc (list not exhaustive)

GCSE A-C or equivalent maths and English

IT literate (Microsoft Office, internet, social media)

Training in desktop publishing and graphic design packages (for example Adobe Creative Cloud)

Up to date CPD

#### **Experience**

##### Essential

Proven experience working in a communications or marketing, journalism, digital or PR role

Experience of producing media material for a variety of audiences, using a range of channels

Experience of managing and advising on digital marketing channels

##### Desirable

Experience in the voluntary sector

Experience in the health sector

Understanding of the particular sensitivities involved in working within the third sector

Media relations (commensurate with assistant level)

Experience of working across departments within an organisation

Experience of working with Data Protection and other relevant legislation and codes of practice relating to the discipline and work of charities

Working with members of the public to obtain stories using a range of media

**Knowledge/Skills**

Excellent communicator, both written and oral  
Ability to maintain excellent rapport with patients, donors, colleagues and visitors to the hospice  
Able to build and sustain effective partnerships  
Ability to work under pressure, prioritise and meet deadlines and targets  
Excellent organisation and time management skills  
To demonstrate a calm and logical approach to problem solving  
To be receptive to change and to act as a change agent  
Understanding of the design and print process, including commission work  
Proof reading and editing  
An excellent eye for detail  
Creativity  
Photography and videography basic skills  
Knowledge of desktop publishing and graphic design  
Understanding of the work of St Andrew's Hospice  
To consistently demonstrate a dedicated approach to the quality of donor relationships and public relations

**Personal Qualities, Aptitudes and Attributes**

Ability to thrive under pressure whilst remaining calm and organised and ability to work at pace  
Strong interpersonal skills  
Team player who also has the ability to work on their own  
Ability to work with staff at all levels and support them to perform  
Diplomatic and calm approach  
Flexible "can do" attitude  
Empathy with the cause

**Management of People**

**Direct:** none

**Indirect:** volunteers

**General**

**To maintain confidentiality at all times.**

**Policies and Procedures** – The post holder must carry out his/her duties with full regard to all relevant Policies and Procedures. The post holder will remain responsible and accountable to any professional body and professional code of conduct appropriate to the role.

**Other Duties** – The duties and responsibilities in this job description are not restrictive and the post holder may be required to undertake any other duties, which may be required from time to time. Any such duties should not however substantially change the general character of the post.

**Contribution and Development Review** – The post holder should proactively assess his/her own development needs and seek out development opportunities, which will enable enhanced contribution to meet the objectives of the Hospice Business Plan, always following the 'Staff Development and Contribution' process.

**Mandatory Training** – The post holder must complete and maintain the required level of mandatory training required for the role.

**Equality and Diversity** – The post holder must carry out his/her duties with full regard to the Hospice's Equality and Diversity Policy.

**Health and Safety** – The post holder must carry out his/her duties with full regard to the Hospice's Health and Safety Procedures.

**The managerial and clinical philosophy of the Hospice is based upon a multi-disciplinary approach. Staff regardless of grade or discipline are required to participate in this concept. The role of volunteers is integral with the work of St Andrew's and paid staff are required to underpin this in their attitude and actions.**

**All staff must be sympathetic to and able to project the philosophy and concept of hospice care**

**The Hospice has in place provision for staff support. Staff are expected to exercise responsibility in accessing whatever forms of support might be appropriate for them to ensure that they are able to offer the professional care for which they are employed.**

**St Andrew's Hospice is very much a community and all members of staff are encouraged to support the various social and fundraising events which are part of its day to day life.**

**An extract from the summary of the Health & Safety at Work Act 1979 stated:-**

**“Employees at Work: It is the duty of every employee while at work to carry out their work in a manner which is safe and free from risk to the health of himself/herself and other persons who may be affected by his/her acts or omissions. It is an employee's duty to assist and co-operate with his/her employer in complying with any relevant statutory regulations imposed on his/her employer”.**

**This Job Description may change and the duties listed are not exhaustive, but such change will only be made following consultation between the (relevant) “Manager” and the post holder. A job description review automatically takes place as part of the Contribution and Development Process.**

<u>Signature</u>	<u>Date</u>
Prepared by	
Confirmed by.....	.....
Received by.....	.....
Name (Print).....	.....