



## JOB DESCRIPTION

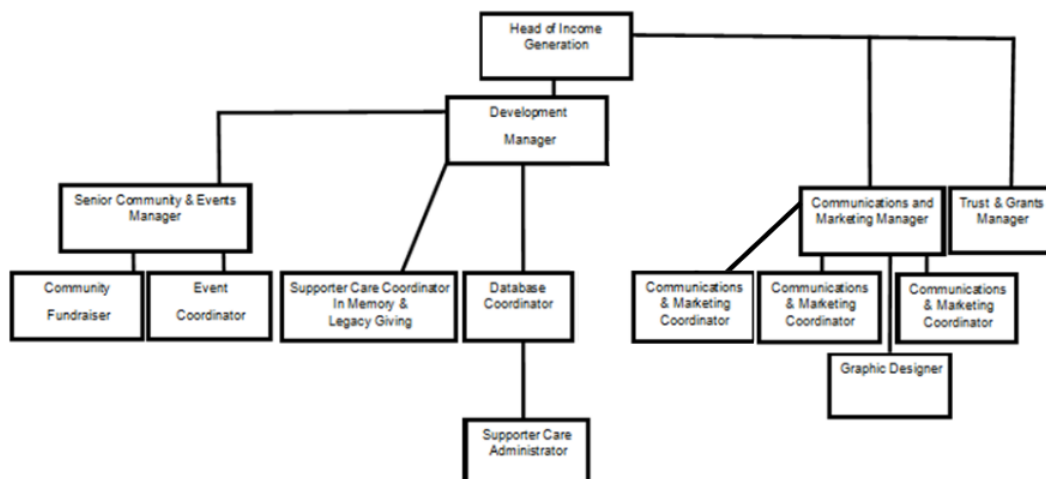
### 1. JOB DETAILS

<b>Job Title</b>	Communications and Marketing Coordinator – Individual Giving
<b>Department</b>	Development Team – Income Generation
<b>Grade</b>	Hospice Grade 4 (Subject to job evaluation)
<b>Responsible to:</b>	Communications and Marketing Manager

### 2. AIM

- To deliver on planned marketing and communications activities to raise awareness of the Hospice and promote its products and services.
- To coordinate the delivery of internal and external communications activities.
- To coordinate marketing activities to promote fundraising activities and to support income generation.
- To increase awareness of and raise income from individual giving sources (regular giving, in memory giving, legacies).
- To conduct database analysis to better understand our supporters and target marketing effectively.
- To promote and grow the number of regular givers which supports financial sustainability
- To mobilize lapsed donors with effective appeals and campaigns

### 3. ORGANISATIONAL CHART



## **4. KEY RESPONSIBILITIES**

### **Communication and relationships**

- Reporting to the Communications and Marketing Manager, the Communications and Marketing Coordinator will effectively support the coordination of communications activities both internally and externally to raise awareness of the Hospice as well as the coordination of marketing activities, taking personal responsibility to promote specific and designated areas of income generation – namely individual giving.
- Produce and maintain up-to-date content and communications to support the promotion and awareness of areas of marketing and communication responsibility.
- Undertake marketing activities to support the acquisition and retention of supporters via various channels (digital – e.g. social media / email / marketing coordination and non-digital e.g. publications)
- Develop, design and create copy and content for email marketing
- Work in collaboration with the Development Manager and In Memory and Legacy Giving Coordinator to devise effective appeals and campaigns to promote and raise income from individual giving sources.
- Report on performance indicators related to marketing and communication activities and make recommendations to colleagues to help inform decision making.
- Work in collaboration with the Development Manager and Legacy and In Memory Coordinator to identify opportunities to convert individual and in memory donors to regular giving.
- Extract mailing lists from the database and produce targeted communications for external distribution to supporters.
- Build relationships within the Development Team and external departments and with all levels of seniority.
- Adhere to the communications strategy, brand guidelines and key hospice messages.
- Communicate sensitively and empathetically with supporters and other stakeholders to gain their co-operation to share their stories and produce case studies for inclusion in the press and in Hospice publications or social media sites.
- Collect and collate information and produce copy for inclusion in internal communications (e.g. Hospice Happenings) and external publications (e.g. Insight Magazine).
- Write press releases and circulate to the media to promote Hospice activities.
- Ensure that information on the website is kept up to date.
- Produce information and copy to support administrative processes (such as letters to be included in welcome or fundraising packs).
- Support with the planning and production of video and photography to support communication and marketing activities.
- Provide information and briefing documents to the Graphic Designer to support in developing designs required for marketing collateral.
- Foster positive internal communications with all staff and volunteers.

### **Analytical and judgement skills**

- Uses the database to analyse and segment data – producing mailing files for direct mail appeals.
- Monitor performance of marketing activities, produce reports and analyse information. For example, conversion, cost per click, retention, development, membership, cancellations.
- Test and measure process outputs and outcomes as a result of adopting different sales and marketing approaches and techniques to maximise acquisition and conversion.

- Use data systems to retrieve and analyse data to inform the development of marketing activities.
- Segment and analyse data from the database in relation to regular giving appeals and campaigns to promote these income streams.
- Use judgement skills to assess options using a range of facts or situations to decide upon appropriate marketing techniques to adopt to maximise acquisition and conversion (for example, target demographics for campaigns and budget spend based on test and measure techniques (A/B testing)).
- Brief external designers and the Graphic Designer and make judgements on the appropriate design(s) and key messaging for appeals and campaigns.
- Continually monitor campaigns and activities taking appropriate action to ensure key outcomes are met.
- Evaluate the success of a campaigns and complete a comprehensive de-brief of their success
- Be solution driven and use own initiative to weigh up and make informed decisions, making recommendations to the Communications and Marketing Manager.
- Ensure that work is carefully checked for accuracy and signed off by relevant personnel, where appropriate

### **Planning and organisational skills**

- Develop and implement plans to acquire new supporters (acquisition) and to retain existing supporters (retention).
- Plan activities or programmes of work, such as setting up marketing automation to support donor journeys and formulating plans which may need adjusting to support expected deliverables.
- Project manage marketing activities and promotional plans and monitor results. Make adjustments to plans and activities based on performance indicators.
- Supports the Development Manager and In Memory and Legacy Coordinator to coordinate and promote engagement events to retain particular segments of donors e.g. regular givers
- Use planning and organisational skills to ensure short and longer term marketing plans are achieved, making any adjustments to achieve targets and operational requirements.
- Prepare and schedule social media posts (organic and paid advertising) as required.
- Keep abreast of publication schedules to ensure information is submitted in a timely manner to feature, as required.
- Manage own time effectively and prioritise own workload.
- Support in the set up digital giving platforms as required as part of appeals and campaigns.
- Monitor and review key performance indicators at set intervals relating to campaigns, appeals and regular giving throughout the year and adjust working practises accordingly to ensure targets are met.
- To follow a standardized set of procedures for inputting data onto the database.

### **Physical skills**

- The use of a computer and keyboard is a requirement of the role.

### **Patient/Client Care**

- Occasional ad hoc contact with people who are or have used our services or their relatives may be required.
- Communicate effectively and sensitively with the general public and with those who have been bereaved, ensuring confidentiality is maintained.

### **Policy and Service Development**

- Comply with Hospice policies and procedures at all times.
- May be asked to comment on policies and procedures.
- Recommendations should be made to the Communications and Marketing Manager with regards to suggested service improvements (e.g. presenting information related to the direction of marketing activities to support business development).
- The post holder should comply with hospice policies and procedures at all times.

### **Financial and Physical Resources**

- Exercise personal duty of care when using equipment such as computers and cameras.
- Monitoring the financial spend of agreed areas of responsibility, working within pre-determined budgetary restrictions.
- Contact suppliers to obtain quotes.
- Raise purchase orders as requested to be signed by the budget holder.
- Responsible for maintaining stock control and security of stock (marketing collateral)
- Monitor marketing budgets and contribute to the drawing up of marketing budgets.
- Report as necessary any faults re: equipment or office accommodation and ensure the safety and security of the building is met.

### **Human Resources**

- Instruct and support volunteers or less experienced staff members in undertaking communications and marketing tasks.
- Attend mandatory training and training courses as required.

### **Information Resources**

- Retrieve information from databases and marketing platforms to analyse, inform and report on marketing activities.
- Ensure that consent is received to publish information through communication channels.
- Adhere to Hospice Information Governance policy and procedures.
- Ensure that records and paperwork are at all times secure.

### **Research and Development**

- Stay abreast of marketing trends and developments in general and in relation to the promotion of the Hospice and fundraising products.
- Keep abreast of hospice-related news and topical issues.
- Support with any stakeholder research with patients, staff, volunteers and supporters (developing paper and electronic surveys, inputting and presenting results).
- Continually look for ways to improve the quality of the service one provides to Hospice stakeholders.

### **Freedom to Act**

- Work using their own initiative, overseen by the Communications and Marketing Manager.
- Management of own workload deciding when reference to the Communications and Marketing Manager as required/appropriate.
- Work is managed rather than supervised with results assessed at agreed intervals.
- Adopts a flexible approach with the ability to work using own initiative as well as working with other team members and volunteers.
- Act professionally at all times as an ambassador of the Hospice.

## **EFFORT & ENVIRONMENT**

### **Physical**

- Able to work at a computer desk for long periods (i.e. more than half a day).
- There is an occasional requirement to exert light physical effort (e.g. carrying / erecting a pop up banner).

### **Mental**

- Good numeracy and analytical skills are essential.
- Attention to detail is a vital part of the job role.
- Occasional requirement for concentration and able to adapt to changing work requirements throughout the working day.

### **Emotional**

- Exposure to distressing or emotional working conditions is rare; however this may occur when spending time with a donor, guest or relative. Should the occasion arise support and advice will be offered.

### **Working Conditions**

Rare exposure to unpleasant working conditions

### **Data Protection and Confidentiality**

- All employees have a responsibility in line with information governance to maintain confidentiality and ensure the principles of the General Data Protection Regulation and Data Protection Act 2018 are applied to patients, clients, staff, volunteers and Hospice business information, including electronic information. Only information required to fulfil the duties of the role should be accessed by the post holder.
- All employees have a responsibility to use electronic systems in a way that preserves the dignity and privacy of people, helps to ensure services of the highest quality, and is compliant with the law and Hospice policies and procedures.

### **Health and Safety**

- The Hospice will take all reasonably practical steps to ensure the health, safety and welfare of its employees while at work. Employees will familiarise themselves with the Health and Safety Policy and procedure as well as the fire procedures and ensure a safe working environment for self and others in line with these.

### **Safeguarding**

- All employees within the Hospice have a responsibility for, and are committed to, safeguarding and promoting the welfare of children and vulnerable adults and ensure they are protected from harm.
- All employees should make themselves aware of the policies and procedures of safeguarding, take personal responsibility as far as is reasonably practicable, to safeguard children and vulnerable adults, complete statutory and mandatory training and take appropriate action as set out in the Hospice's policies and procedures.

### **Infection Control**

- All employees have a responsibility to ensure the risk of infection to themselves, colleagues, patients, relatives and visitors is minimised by:
  - Attending mandatory training and role specific infection prevention education and training.
  - Challenging poor infection prevention and control practices.

- Ensuring their own compliance with Hospice Infection Prevention and Control policies and procedure.

**Equal Opportunities**

- The Hospice welcomes all persons without regard to race, religion or belief, age, gender re-assignment, sex, sexual orientation, pregnancy or maternity, marriage or civil partnership, physical or mental disability. The Hospice aims to provide services in a manner that enables all members of the community to access them.
- Employees must behave in a non-judgemental manner that respects the differing needs and cultures of others.

**Note:** This post is deemed to require a Disclosure check via the Disclosure and Barring Service. Therefore it will be necessary before the appointment to contact the DBS to check on any relevant criminal background.

This job description is not intended to be an exhaustive list of duties and responsibilities of the post and the post holder may be requested to carry out duties appropriate to the grade of the post.

The post may change over time to meet organisational/personal requirements, and this job description may be changed after consultation with the post holder

Some Flexibility in the hours worked will be essential at times to meet demands placed on our service.

The post holder shall perform their duties at any other reasonable location to which they may be directed from time to time by the Employer

**JOB DESCRIPTION AGREEMENT**

**Signature of Post holder** .....

**Date:** .....

**Signature of Manager:** .....

**Date:** .....