



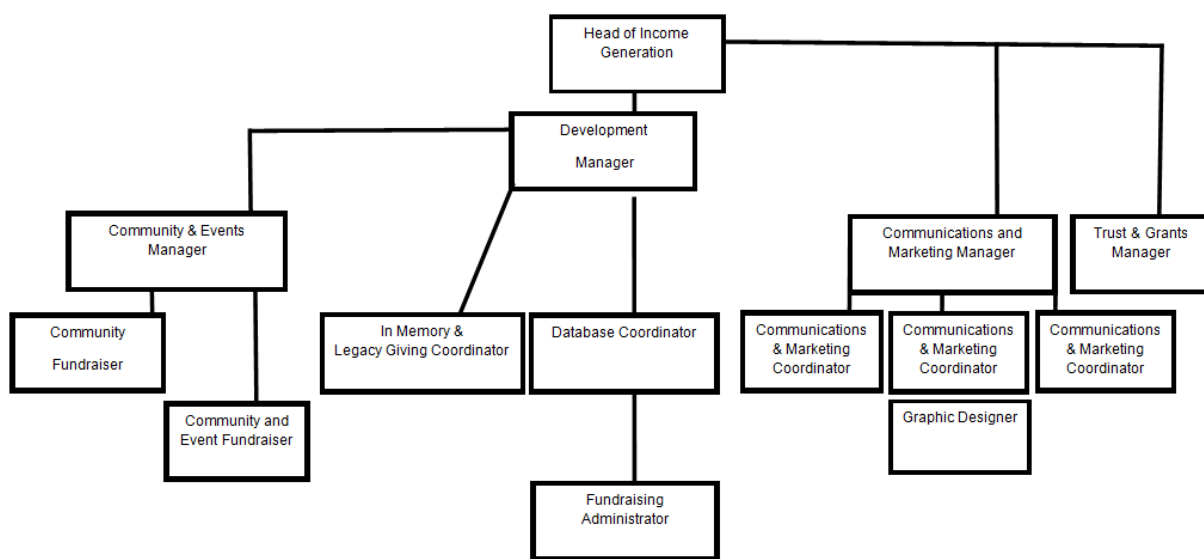
1. JOB DETAILS

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|------------------------|---|
| Job Title | Communications & Marketing Manager |
| Department | Income Generation |
| Grade | Hospice Grade 5 (subject to job evaluation) |
| Responsible to: | Head of Income Generation |

2. AIM

- To provide effective management to the Communications and Marketing Team overseeing the development and delivery of the objectives set within the marketing and communications operational plan.
- To develop powerful and compelling communications and use effective storytelling and marketing techniques to promote and raise the profile of St Cuthbert's Hospice across County Durham.
- To raise awareness of the scope and breadth of Hospice services, seeking opportunities to break down common misconceptions about Hospice care.
- To inspire the public and other Hospice stakeholders to take action to support the work of the Hospice.
- Protect and enhance our reputation through excellent brand and media management.
- To ensure that staff and volunteers are kept up to date with Hospice information through internal communication channels.
- To oversee the coordination of communications sent through digital and non-digital channels.
- To oversee the development and delivery of communications campaigns to raise the profile of the work of the Hospice (Hospice Care Week / Dying Matters Week).

3. ORGANISATIONAL CHART



4. KEY RESPONSIBILITIES

Communication and relationships

- Reporting to the Head of Income Generation, the Communications & Marketing Manager will provide day to day management of all communications and marketing activities required by Hospice-wide departments including Income Generation (Development, Lottery and Retail) Clinical Services (In Patient Unit, Living Well Centre, Family Support Team, and Dementia Services) and other Enabling Services (HR, Finance, and Central Support and Governance).
- Takes personal responsibility for supporting the operational delivery of marketing and communications activities related to specific areas of income generation (e.g. Individual Giving and Trust Fundraising). #
- Communicate the performance of Communications and Marketing activities through weekly, monthly and quarterly reporting.
- Develops the Hospice supporter base by producing compelling content to engage the general public about the work of the Hospice.
- Works sensitively and empathetically with patients and their relatives to gain their cooperation to share their stories through appropriate publications and communication channels.
- Build and maintain excellent internal communications and relationships across all internal departments and with all levels of seniority.
- Use effective communication skills to manage and coordinate the work of the Communications and Marketing Team.
- Liaise with journalists and key contacts across regional print, broadcast and online media, with a view to generating high quality press coverage.

- Take the lead in crisis communication scenarios, using specialist communications experience and knowledge to communicate and advise the group on recommended actions.
- Develop and deliver presentations to groups (for example social media training and brand awareness as part of the Hospice mandatory training programme).
- Oversee the development and coordination of clinical information and literature.
- To oversee the development and delivery of communications campaigns to raise the profile of the work of the Hospice (Hospice Care Week / Dying Matters Week).
- Oversee and coordinate communications and marketing sent through digital channels including social media channels and e-newsletter driving up membership of, and engagement with, supporters through these channels.
- Be the guardian of the Hospice brand, ensuring that the Hospice brand is used consistently and represents our Hospice values and ethos.
- Support service user involvement through the development and delivery of a communications and engagement plan.
- Excellent writing skills with the ability to convert complex information into copy suitable for different audiences.
- Work effectively with the Trust and Grants Manager to provide content for funding bids, presentations, pitches and proposals.

Analytical and judgemental skills

- Prioritise workload and judge level of communications and marketing support needed for various projects and delegate appropriately to team members.
- Evaluate, analyse and debrief campaigns and coverage, identifying learning points to incorporate into future practice.
- Oversee communications sent and received through various channels and analyse complex information to make judgements on how to escalate to maximise the profile of the Hospice and minimise potential reputational risks. Escalation maybe through relevant managers (departmental or senior management team) or, where appropriate, assembling the Crisis Management Group - making recommendations to the group on an appropriate course of action.
- Use analysis and judgement skills to support decision making - judging when appropriate to seek advice and support.
- Use own judgement to analyse different options, which may be complex, and make recommendations to the Head of Income Generation about Communications and Marketing activities. For example, analysis of website needs to inform a project brief to support development or analysis of a Hospice perceptions survey to inform the development of a re-branding project.
- Use data systems to retrieve and analyse data to inform the development of marketing activities.
- Monitor, analyse and report on key performance indicators to support performance improvement.

Physical skills

- Standard keyboard skills are required.

Patient/Client Care

- Conduct interviews with patients and bereaved people with sensitivity and care, reflecting the high standards of care at St Cuthbert's Hospice.
- Maintain confidentiality at all times.

Policy and Service Development

- Implements policies for own work area and makes recommendations to the Head of Income Generation with regards to service delivery or policy changes for own work area (e.g. Social Media Policy).
- Comply with Hospice policies and procedures at all times.

Planning and organisational skills

- Produces the Operational Plan for Communications and Marketing and delivers on agreed activities and meets agreed objectives.
- Plans communications and marketing activities to support the promotion of a broad range of Hospice-wide services and activities using effective prioritisation and organisational skills to meet communication needs.
- Provide effective line management to the Communications and Marketing team – overseeing the planning and delivery of work to support communications and marketing activities.
- Flexible and responsive – adapts and makes adjustment to plans to ensure successful deliver of activities, some of which may be complex.
- Coordinate the production of newsletters and publications, working effectively with printers, designers and mailing houses, making any necessary adjustment to plans to ensure that deadlines are met.
- Manage and monitor the brand identity and key Hospice messages.
- Deliver a full in-house press office service including: devising creative PR campaigns and schedules, writing and issuing press releases / photo call requests, case studies and real life stories, and monitoring the public image of the organisation.
- Oversee the planning and delivery of tender processes with regard to communications and marketing and any related procurement (e.g. for website development).

Financial and Physical Resources

- Responsible for contributing to the development of the Communications & Marketing budget, making recommendations to the Development Team Manager.
- Delegated budget holder for the Publicity and Marketing including authorising expenditure within an allocated budget up to an agreed amount and in line with the Hospices Purchasing policy.
- Responsible for producing reports to the Head of Income Generation to support decision making around financial and physical resources.
- Responsible for overseeing the purchase of supplies for communications and marketing activities.
- Exercise personal duty of care when using equipment such as computers and printers.
- Report as necessary any faults re: equipment or office accommodation and ensure the safety and security of the building is met.
- Implement environmentally friendly practices within the area of responsibility.

- Promote the use of digital technology within the area of responsibility.
- Support the Income Generation Teams to achieve financial targets through affective communication and marketing activities.

Human Resources

- Responsible for the day-to-day supervision and management of the Communications and Marketing team, including participation in the recruitment process, induction, training, appraisal and the early stages of performance and absence management.
- Conduct staff performance review, 1-1 and team meetings and review progress on a regular basis.
- Ensure that volunteer role descriptions related to Communications and Marketing activities are kept updated.
- Support with the recruitment and management of staff and volunteers to support Communications and Marketing activities.
- Attend appropriate mandatory training and undertake other training when identified and agreed at Appraisal or 1-1 meetings.
- Ensure the communications and marketing team (staff and volunteers) undertake and complete mandatory training as required.

Information Resources

- Input and retrieve information from the Customer Relationship Management System (Donorflex).
- Write and maintain the content of our website using a Content Management System and working closely with our IT partners to identify and deliver opportunities to improve and develop the site.
- Responsible for reviewing and checking own data held on the HR system Staff. Care ensuring it is kept up to date and accurate and report any inaccuracies to the HR department
- As administrator for the website and social media pages, be responsible for the maintenance of these sites, as well as the use, storage and archiving of electronic data and / or associated record management systems, in line with the Hospices Information Governance policies and procedures.

Research and Development

- The post holder will be expected to keep abreast of both hospice-related news and wider topical issues to support effective communications activities.
- Conduct stakeholder research with patients, staff, volunteers and supporters, and identify areas for improvement using surveys and audits.
- Continually look for ways to improve the quality of communications and marketing activities.

Freedom to Act

- Post holders will be expected to work on their own initiative managed by the Head of Income Generation.
- Post holders should take responsibility for their own area of work with outcomes being assessed at agreed intervals.

- Having a flexible approach with the ability to work on your own initiative as well as working with other team members and volunteers.

EFFORT & ENVIRONMENT

Physical

- Able to work at a computer desk for long periods (i.e. more than half a day).
- Occasionally support with the running of events, including setting up stalls and tables, delivering and unloading materials; assembling stands, gazebo's and promotional displays.

Mental

- Concentration and attention to detail is required at all times.
- Expected to concentrate for periods of time and adapt to changing work requirements throughout the day when the work pattern can be unpredictable.

Emotional

- The post holder will be expected to communicate with relatives and guests in an appropriate manner.
- When interviewing guests and relatives exposure to distressing or emotional circumstances may occur.
- The post holder will be fully supported and also be invited to attend a bereavement training course.

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 is 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: