



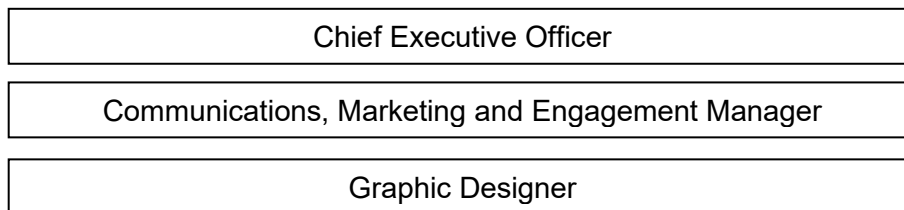
JOB DESCRIPTION

1. JOB DETAILS	
Job Title	Communications, Marketing and Engagement Manager
Department	Income Generation
Grade	Hospice Grade 6
Responsible to:	Chief Executive Officer
1. AIM	
<ul style="list-style-type: none"> • Develop and oversee the implementation of the Communications, Marketing and Engagement Strategies for all Hospice departments including Clinical Services, Income Generation and Enabling Services, overseeing the development and delivery of the objectives set within the Communications, Marketing and Engagement operational plan. • To develop powerful and compelling communications using 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. • To oversee the Hospice brand - protecting and enhancing our reputation through excellent oversight of brand and media management. • To oversee and 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. 	

This will include being the overall Administrator for social media platforms and being responsible for overseeing the maintenance, use and storage of information on these sites.

- To oversee the development and delivery of communications and marketing campaigns to raise the profile of the Hospice.
- Stay abreast of developments in public policy, health and social care funding, economic trends, and changes within the field of hospice and palliative care to develop and implement communication plans that effectively position the Hospice within the context of evolving external factors.
- Proactively identify opportunities and challenges arising from policy changes, funding fluctuations, and industry developments.

3. ORGANISATIONAL CHART



4. KEY RESPONSIBILITIES

Communication and relationships

- Reporting to the CEO, the Communications, Marketing and Engagement Manager will oversee the management of all communications marketing and engagement 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 other Enabling Services (HR, Finance, Central Support and Governance).
- Collaborates and engages with internal and external stakeholders to ensure communications align with organisational goals and values.
- Cultivate relationships with key stakeholders to advance the Hospice's objectives and enhance its visibility and reputation.
- Embed a data driven approach to the team and report on and communicate the performance of Communications Marketing and engagement activities through weekly, monthly and quarterly reporting.
- Develops the Hospice's 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 co-operation 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 oversee, monitor and allocate work and projects across 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 and incident response situations, using specialist communications experience and knowledge to communicate and advise the group on recommended actions and oversee the communication to key stakeholders.
- Develop and deliver presentations to large groups (for example social media training and brand awareness as part of the Hospice's orientation and engagement event for new starters).
- To oversee the development and delivery of communications campaigns and / or appeals to raise the profile of the work of the Hospice.
- Oversee all communication and marketing channels to enable the promotion of activities and engagement with key stakeholders.
- To represent St Cuthbert's Hospice at the Hospices North East and North Cumbria (HNENC) Marketing and Communications meetings.
- Be the guardian of the Hospice brand, ensuring that the Hospice brand is used consistently and represents our Hospice values and ethos.
- Provide effective leadership and guidance in relation to any internal or external consultations, conducting stakeholder mapping and analysis to ensure that key stakeholders (internal and external) are communicated with effectively and appropriately. This may involve communicating highly complex information where strands of information may be conflicting (for example, multi-stranded business proposals / consultations) which impact all internal departments or external stakeholders.
- Support service user involvement through the development and delivery of communications and engagement plans.
- Outstanding writing skills with the ability to convert highly complex information into copy suitable for different audiences.
- Support in providing 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 to deliver the most impact.
- 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 may be 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 own decision making – working within policies and procedures and judging when appropriate to seek advice and support.
- Use own judgement to analyse different options and make recommendations to the

CEO 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. Options appraisal with a project to develop the Hospice Intranet.

- Oversee tender processes (such as website or intranet) which will require making judgments involving complicated information and interpretation of the range of options available. Analyse the impact of these changes on the Hospices workforce and make judgments around how these changes can be managed and communicated.
- Use multiple data systems to retrieve and analyse complex data to inform the development of marketing and communications activities.
- Develops key performance indicators, measures success and acts upon data insights accordingly. Monitor, analyse and report on key performance indicators to support performance improvement.
- Analyse and report on information received as part of Hospice and regional consultations to support the senior management team to make informed decisions around the communications required related to the development of the Hospice.
- As a member of the HNENC communications and marketing group, apply strong analytical skills to ensure that regional communications are balanced against to St Cuthbert's Hospice's position, ensuring that due consideration is given between the regional and individual Hospice voice.
- Analyse and interpret relevant information to inform communication strategies and messaging for the Hospice.
- Monitor and evaluate the effectiveness of communication and marketing strategies, adjusting as necessary to optimise impact.

Planning and organisational skills

- Produces the Operational Plan for the Communications and Marketing Team and delivers on agreed activities and meeting agreed objectives.
- Oversees the planning of a broad range of complex activities which may impact across or within departments at the Hospice (Income Generation, Enabling Services, Clinical Services) as well as organisations and services externally. For example, a multi stranded business plan or consultation which could impact audiences and key stakeholders internally or externally.
- These plans may require the formulation and adjustment of plans and deliverables accordingly.
- Plans and develops 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.
- Flexible and responsive – adapts and makes adjustment to plans to ensure successful deliver of activities, some of which may be complex.
- Oversees the production of newsletters and publications, ensuring the team are working effectively with printers, designers and mailing houses, making any necessary adjustment to plans to ensure that deadlines are met.
- Oversees Hospice brand identity and key Hospice messages.
- Oversees 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.

- Oversees the planning and delivery of tender processes with regard to communications and marketing and any related procurement (e.g. for website / intranet development).

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

- Responsible for the implementation and development and updating of any policies and procedures related to service development and delivery related to Communications and Marketing which have organisation wide impact (e.g. Social Media Policy / Crisis Communications procedures).
- Comply with Hospice policies and procedures at all times.

Financial and Physical Resources

- Delegated budget holder for Communications and Marketing and responsible for shaping and managing the budget with a focus on maximising return on investment as well as value for money.
- As delegated budget holder be responsible for authorising and being accountable for expenditure within the allocated budget.
- Responsible for producing regular reports to the Head of Income Generation.
- Preparation of information to meet audit requirements.
- Respond as necessary to reports of any faults re: equipment or premises and ensure the safety and security of the Communications and Marketing Team is met.
- Manage and co-ordinate the arrangement of necessary repairs and renewals in consultation with relevant managers.
- Implement environmentally friendly practices within the area of responsibility.
- Promote the use of digital technology within the area of responsibility.
- Exercise personal duty of care when using equipment such as computers and printers.
- Oversee and support the Income Generation Teams to achieve financial targets through effective oversight of communication and marketing activities.

Human Resources

- Responsible as the line manager of the Graphic Designer with responsibility for appraisals, sickness absence, disciplinary and grievance matters, recruitment and selection decisions, personal career development, investigation, departmental workload and allocation of work across the team.
- Conduct staff performance review, 1-1 and team meetings and review progress on a regular basis.
- Ensure that job and volunteer role descriptions related to the team are kept updated.
- Support with the recruitment and management of staff and volunteers to support communications, marketing and engagement activities.
- Attend appropriate mandatory training and undertake other training when identified

and agreed at appraisal or 1-1 meetings.

- Ensure line reports 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 working closely with our IT partners to identify and deliver opportunities to improve and develop the site.
- Responsible for reviewing and checking own and team data held on the HR database system 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.
- As an information Asset Owner for social media pages, participate as a member of the Information Governance Working Group.
- Monitor and update the Income Generation Audit Schedule in relation to communications, marketing and engagement activities.

Research and Development

- Keep abreast of both hospice-related news, public policy and wider topical issues to support effective communications activities.
- Conduct stakeholder research and consultation 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

- Work within the agreed annual budget, financial, HR, policies and governance procedures.
- Expected results are defined and the post holder decides how they are best achieved guided by principals and broad occupational policies or regulations.
- Use guidance from peers or external reference points (e.g. Hospices North East North Cumbria, Public Policy Update; changes to regulations which may impact communications and marketing activities)

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 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: