

## Job Description

**Post:** Marketing and Communications Assistant

**Department:** Fundraising and Marketing

**Reports to:** Marketing and Communications Manager

The post holder will work together with the marketing team and other stakeholders to support the delivery of marketing activities to promote campaigns, fundraising activities and events, and retail marketing, to raise further awareness of Katharine House and increase public engagement to support income generation.

## Key Responsibilities

### Communications and storytelling

- Developing and delivering the monthly supporter e-newsletter, liaising with the marketing team and other charity teams to collate news and stories to include, aligning to our key events and campaigns. Produce regular reporting to determine actionable insights.
- Support the promotion of fundraising events, activities and campaigns with outreach to village newsletters, acting as the point of contact for village news editors.
- Support the delivery of internal communications and champion the use of communications tools and best practice.

### Campaign support and reporting

- Support the planning and execution of marketing activities for campaigns, events and fundraising activities.
- Support with producing reports on marketing activity to optimise performance and develop insights to inform future activity.
- Support as a cross-team lead on Monday.com to ensure effective marketing and communications team planning.

### Marketing materials and brand asset management

- Track specific marketing design requests, deadlines and approvals to keep projects on time, working with the external graphic designer.
- Manage the distribution of charity marketing collateral both on and off-site, liaising with key retail shops and community contacts, such as town and village champions to ensure marketing materials align with key campaigns and events.
- Provide guidance to staff and external partners on the use of the brand assets, sharing relevant logos, brand guidelines and tone of voice guidelines.
- Upload and organise content, images and documents in agreed systems.
- Maintain the story and photo libraries ensuring consents are recorded and stored securely.

### **Team working**

- Work closely with colleagues across Marketing, Fundraising, Retail, Clinical and Volunteering.
- Act as a point of contact for the marketing team and manage requests from internal stakeholders.
- Support the fundraising and marketing team as an effective team member, contributing to development through collaboration and proactively participating in progress reviews, team meetings and team building activities.
- Promote and contribute to a cooperative working ethos with other Katharine House teams to maximise effective working throughout the charity and across the hospice.
- Stay informed of upcoming trends, developments and charity legislation and share best practice with the team.

### **Other responsibilities**

- Safeguarding is everyone's responsibility. We are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. As an employee, you are expected to follow the Hospice's Safeguarding Policies and report any concerns in accordance with those policies.
- Maintain confidentiality and data protection regarding all personal information and hospice activity.
- To always champion the hospice's values (see below).

## **Values**

### **Compassion**

We act with compassion and integrity, and ensure that everyone is treated with respect

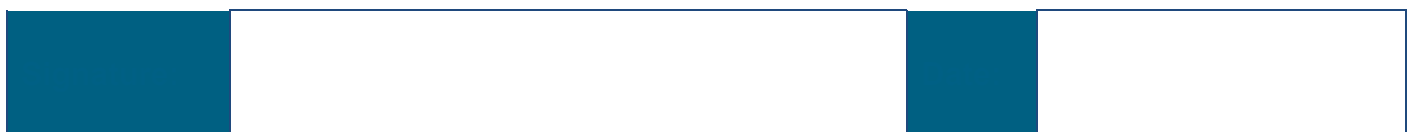
### **Inclusivity**

We are committed to our whole community, regardless of background or circumstance

### **Sustainability**

We work to ensure the continued provision of quality palliative and end of life care in our community

Please note – the above list of responsibilities is not exhaustive, and you may be required to undertake other responsibilities and training as required by your line manager, as is deemed appropriate to your role.





| <b>Personal Specification</b>                    |   |   |
|--|---|---|
| <b>Requirement</b>                               | <b>Essential</b>  | <b>Desirable</b>  |
| <b>Qualifications, training and experience</b>   | <ul style="list-style-type: none"><li>• A good understanding and interest in what makes marketing and communications successful.</li><li>• Excellent written communication skills: able to vary the tone and use of language for different audiences and purposes.</li><li>• Experience of carrying out general administrative duties, including maintaining systems, processes and handling queries.</li><li>• Experience using digital platforms and familiar with shared online drives and Microsoft Office programmes.</li><li>•</li></ul>        | <ul style="list-style-type: none"><li>• Experience of Mailchimp or similar email marketing platform.</li><li>• Experience using website content management systems (e.g. WordPress).</li><li>• Knowledge and experience of Monday.com or similar project management tool.</li><li>• Knowledge and experience of graphic design tools such as Canva.</li><li>• Experience working with external agencies or freelancers.</li></ul> |
| <b>Practical skills and aptitude</b>             | <ul style="list-style-type: none"><li>• Ability to work proactively using initiative to prioritise work and meet deadlines with good time management skills.</li><li>• Reliable and well organised with attention to detail.</li><li>• Ability to work as part of a team and with other stakeholders in a collaborative way.</li><li>• Ability to listen and contribute in a group setting.</li><li>• Confident working both independently and as part of a team.</li><li>• Committed to developing own marketing and communication skills.</li></ul> | <ul style="list-style-type: none"><li>•</li></ul>   |
| <b>Personal qualities and other requirements</b> | <ul style="list-style-type: none"><li>• A confident and open approach with good interpersonal skills.</li><li>• Positive, can-do attitude.</li><li>• Enthusiastic and hard working.</li><li>• Ethical and able to demonstrate integrity.</li><li>• Commitment to quality.</li><li>• Flexible outlook and adaptable approach.</li><li>• Maintenance of confidentiality of information.</li></ul>   | <ul style="list-style-type: none"><li>• Experience of or understanding of working in a hospice or healthcare setting, a passion for the hospice movement and ability to convey this to our audiences in a passionate way.</li></ul>   |