



Job Description

1. JOB DETAILS

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|--------------------------|---|
| Job Title: | Marketing and Communications Apprentice (Junior Content Producer) |
| Location: | Searle House, Exeter EX2 5JJ |
| Hours: | Full time, 37.5/week over 5 days Monday to Friday |
| Team/Directorate: | Marketing & Communications |
| Responsible To: | Head of Marketing & Communications |
| Responsible For: | N/A |
| Accountable to: | Director of Fundraising & Marketing |

2. JOB PURPOSE

- To work as part of a team co-ordinating and delivering all aspects of Hospiscare marketing and communications, with a focus on developing and creating multimedia content for online, print and display channels
- To contribute to growing Hospiscare's reputation and income
- To successfully complete a Level 3 Junior Content Producer qualification within 18 months

3. KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES

3.1 Main Responsibilities

- Assist with the production of the Staff and Volunteer newsletter and development and roll-out of a new staff intranet to ensure good internal communications
- Assist with communications, marketing and fundraising campaigns to maximise brand awareness for Hospiscare
- Work with the Digital Marketing Officer to update Hospiscare's website and social media channels to ensure accurate and engaging communications
- Assist the Communications Officer in producing brand publications and drafting media releases to ensure effective collaboration with our supporters

- Work with colleagues across the organisation to develop Hospiscare’s library of images that demonstrate key areas of Hospiscare’s work
- Assist colleagues in the Marcomms team in developing briefs and story boards for videography projects and help record and edit engaging, short films to increase Hospiscare’s brand awareness
- Work with our Visual Content Officer and other colleagues to develop product sub-brands and to create posters, flyers and other materials to promote activities
- Act as a brand champion, ensuring all Hospiscare marketing and communications adheres to brand guidelines
- Undertake basic market research activity and assist with benchmarking, performance monitoring and evaluation to ensure good return on investment
- Monitor Marcomms technical equipment to ensure it is properly stored and kept in good order

3.2 Key Contacts

Internal:

- Marcomms Team
- Fundraising team
- Retail Team
- People Team
- Clinical Team
- Volunteers

External:

- Supporters
- Patients & those close to them
- Suppliers

3.3 Health & Safety

- Ensure that Health and Safety guidelines and fire regulations are strictly adhered to
- Comply with safe working practices as defined by Hospiscare
- Complete online training as and when required
- Take reasonable care for your own health and safety and that of others who may be affected by acts or omissions at work
- Report any accidents, incidents or near misses as soon as reasonably practicable
- Manage own work life balance and general wellbeing, including any relevant pressures in respect of lone working, travel, difficult environments and challenging situations

3.4 General

- Be aware of and adhere to Hospiscare policies and procedures at all times
- Take part in progress/performance reviews throughout the year
- Cooperate with other Hospiscare departments
- Attend training courses and complete online training modules as required to meet the requirements of the post
- Take responsibility for own personal development, seeking out opportunities to learn new skills
- Undertake any other duties as requested by management which are reasonably deemed to be within the scope of the role

3.5 Other

- Apply the Hospiscare values and behaviours to every aspect of the role at all times
- Promote and maintain the brand standards of Hospiscare

MARKETING & COMMUNICATIONS APPRENTICE

Person Specification

| CRITERIA | ESSENTIAL | DESIRABLE |
|--------------------------------------|---|--|
| Qualifications and specific training | General education to GCSE standard or equivalent, including maths and English at Grade 4-9/C or above | |
| Experience | Demonstrable experience of working in a professional, customer-facing environment Significant experience of social and/or digital media | Experience of working in an office environment Experience of photo editing software, InDesign or DTP software and video or audio editing software |
| Knowledge | Awareness of the work of hospices and of Hospiscare | Awareness of General Data Protection Regulation (GDPR) |
| Skills | Developed communication and interpersonal skills, including highly developed English language skills Developed planning and organising skills Developed IT skills Developed technical or creative skills in photography or videography | |
| Personal attributes | Ability to work autonomously and act on own initiative, seeking advice/escalating issues when appropriate Solution-focussed approach Team player Flexible and adaptable Ability to maintain confidentiality and to demonstrate sensitivity when required Awareness of Equality, Diversity and Inclusion in all aspects of work | |
| Additional requirements | Able to travel around the area covered by Hospiscare | Able to assist occasionally at events, including at evenings and weekends Car owner and driver |

Job Description and Person Specification Agreement:

The above job description is not exhaustive but an indication of the duties and responsibilities the post holder may undertake and will be subject to review.

Post Holders Signature:

Date:

Managers Signature:

Date: