



Job Description

1. JOB DETAILS

Job Title:	Digital Marketing Officer
Location:	Searle House, Exeter EX2 5JJ
Team/Directorate:	Marketing & Communications
Responsible To:	Head of Marketing and Communications
Responsible For:	N/A

2. JOB PURPOSE

To work as part of a team covering all aspects of Hospiscare marketing and communications functions.

To create, implement and optimise digital marketing and online communications tools, and contribute to campaigns that represent Hospiscare, support organisational strategy and grow income.

To take responsibility for Hospiscare's website, online marcomms channels and digital data analysis.

3. KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES

3.1 Main Responsibilities

- Advise on digital campaign planning in order to engage target audiences through appropriate digital channels and ensure the success of communications and fundraising campaigns.
- Provide guidance and training for colleagues throughout the organisation to develop understanding of integrated campaigns that promote brand awareness, engage target audiences, drive traffic, and support organisational aims and income generation.
- Produce regular performance, conversion and ROI reports to monitor the effectiveness of digital activity.

- Maintain the website to ensure it is current, accurate, secure and meets the needs of various user groups, and that Hospiscare's brand and values shine through.
- Monitor the effectiveness of the website, analysing performance to ensure ongoing optimisation.
- Collaborate with fundraising colleagues to maximise stewardship of donors on social media.
- Co-ordinate digital advertising and email marketing activity and create content to support campaigns and organisational goals, providing reports to monitor effectiveness.
- Maintain up-to-date knowledge of digital developments and technologies via industry news, relevant training and peer networks, in order to drive ongoing improvements.
- Maintain and develop relationships with external digital marketing suppliers and contractors to ensure continuity and quality of service.

Disclosure and Barring Service

This role requires a Disclosure and Barring Service (DBS) standard level check.

3.2 Key Contacts

Internal:

- Marcomms team
- Fundraising team
- IT team
- Retail team
- People team
- Clinical Leadership Team
- Senior Management Team
- Volunteers

External:

- Supporters
- Hospice UK Communications Team
- Other SW Hospices
- Local Press and Media
- Website provider
- Contracted suppliers of outsourced services

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

DIGITAL MARKETING OFFICER

Person Specification

CRITERIA	ESSENTIAL	DESIRABLE
Qualifications and specific training	General education to GCSE standard, including maths and English at Grade C/4 or above, or equivalent	Graduate with relevant degree or CIM/digital qualification
Experience	<p>Demonstrable experience in a digital marketing role</p> <p>Demonstrable experience of using website content management systems</p> <p>Demonstrable experience in managing and growing social media platforms</p> <p>Demonstrable experience in management of e-shots</p> <p>Demonstrable experience of delivering and reporting on digital marketing strategies and managing online platforms</p> <p>Demonstrable experience of creating compelling digital content and promotional material</p> <p>Demonstrable experience of working with optimisation for search engines, keyword targeting and related monitoring and analysis</p>	<p>Experience of Creative Suite, e.g. InDesign and Photoshop, or online design programmes such as Canva and GIMP</p> <p>Experience managing relationships with external agencies and collaborators</p> <p>Experience of working with and/or supervising volunteers</p> <p>Experience of video and audio editing</p> <p>Experience of providing training</p>
Knowledge	<p>Detailed understanding of digital environment and emerging trends/technologies</p> <p>Understanding of integrated marketing and communication campaigns</p> <p>Understanding of user journeys / user feedback / reporting and analytics</p> <p>Understanding of Google Analytics</p> <p>Understanding of digital advertising channels, tools and techniques, such as Google Ads, PPC and retargeting</p>	<p>Understanding of video production</p> <p>Understanding of how websites and digital channels help non-profit organisations achieve their strategic goals</p>

	Understanding of confidentiality, consent, privacy and General Data Protection Regulation	
Skills	Highly developed communication skills Highly developed IT skills Highly developed planning and organising skills Developed presentation skills	Training skills Crisis Comms skills
Personal attributes	Able to prioritise own workload on a daily basis, using initiative to solve problems and improve ways of working, and seeking advice/escalating issues when appropriate Able and willing to work flexibly as part of a team, responding positively to rapidly changing priorities Able to remain calm under pressure and to manage stressful situations in a professional manner Awareness of Equality, Diversity and Inclusion in all aspects of work Commitment to continuing professional development	Ability to inspire and motivate
Additional requirements	Able to travel throughout the area covered by Hospiscare to work from different locations when required Willing to work occasional unsocial hours.	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: