

Working for St Ann's

We're proud to care
We're proud to work together
We're proud to make a difference



At St Ann's, there's one thing that motivates us, and that's providing excellent care and support to those living with or affected by life-limiting illnesses.

We're continuously developing our plans for delivering world-class, innovative care and to ensure St Ann's is in the best shape possible for future generations.

You'll be challenged, inspired and empowered to help us achieve our purpose and to play your part in making a difference.

All of our team members will role model our core values...

People matter

People are at the centre of everything we do. We treat each other, and ourselves, with kindness and compassion. We value and celebrate diversity; recognising everyone as an individual.



Brave and bold

We want to grow for the future, not settle. We're not afraid to do things differently, get creative, challenge ourselves and the status quo. We're ambitious in our aims, accountable for our actions and learn from our experiences and successes.



Lead and learn

We're experts in what we do, and we don't stop there. We're always learning; informing and shaping the sectors we're in through education, training and research. We lead by example; sharing best practice, advancing in our fields and pioneering new approaches.



Together we are stronger

Together, we're stronger and have a bigger impact than we could have alone. As a charity, we work in collaboration with supporters, partners and the communities around us. We think beyond traditional boundaries to make sure we're here for our communities for years to come.



Job Role Profile

Title

Digital Marketing and Communications Officer

Salary

Band 5

£28,776 - £34,581

Competency based framework

Location

Based in Heald Green and Edgeley with cross-site working and some opportunity for hybrid working

Responsible for

N/A

Responsible to

Head of Marketing and Communications

Core Purpose

To assist in the delivery of communications and marketing activity for St Ann's Hospice, with a focus on social media and online platforms. Work proactively to generate creative and engaging content for our channels for patients and their families, clinical stakeholders, supporters and the wider community.

Job summary

To market and publicise the hospice, raising awareness of St Ann's clinical work and fundraising activities to encourage support and uptake of services.

To lead St Ann's online and social media marketing activity, in collaboration with the Head of Marketing and Communications and Marketing and Communications Officer.

Key responsibilities include:

- To use social media tools to publicise the hospice.
- To develop and produce engaging content for use online and on social media, including photography, infographics, copy and video content.
- To work with the Head of Marketing and Communications to develop our paid for digital advertising strategy and implement Facebook advertising and other paid for solutions.
- To maintain and update the website.
- To assist in the planning and development of new content and functionality on the hospice website, microsites and intranet.
- To work with the Head of Marketing and Communications and Marketing and Communications Officer to deliver the marketing and communications needs of the organisation in a collaborative way.
- To provide administrative support to the team as required



Responsibilities

- ✓ Work together with the Head of Marketing and Communications and the Marketing and Communications Officer to ensure the profile of the hospice is increased and communications opportunities are maximised to raise awareness of all charity, trading company and clinical service activity.
- ✓ Develop innovative digital content to improve engagement, raise awareness and increase fundraising.
- ✓ Lead on paid for digital advertising opportunities including Facebook adverts and Pay Per Click in collaboration with the Head of Marketing and Communications.
- ✓ Develop and write case studies and develop new mechanisms for showcasing stories (e.g. video clips), maintaining an up to date library of case studies.
- ✓ Be aware of the latest developments and trends in the social media or online arenas, and in digital technologies, suggesting new ways to implement these at the hospice and approaches that may increase uptake of our marketing and communications messages.
- ✓ Liaise with wider hospice staff and volunteers, patients and families to gather news stories or other content, managing relationships in an appropriate manner.
- ✓ Liaise with wider hospice staff and volunteers, patients and families to gather news stories or other content, managing relationships in an appropriate manner.
- ✓ Develop and manage the website, keeping content up to date and appropriate, making improvements to functionality and advising colleagues on maximising its potential. Monitor its effectiveness and identify potential opportunities for further development to ensure that it continues to achieve its objectives.
- ✓ Ensure the website is kept regularly updated with news stories, events, fundraising activity and other content, ensuring it is engaging, relevant, timely and optimised, and sits alongside the wider communications and marketing activity of the team.
- ✓ Update the hospice intranet site with relevant copy as required.
- ✓ Coordinate the schedule for social media and website activity.
- ✓ Provide photography at events, cheque presentations and visits as required and liaise with freelance photographers to provide detailed briefs.
- ✓ Represent the hospice at internal and external events as required.
- ✓ Help ensure promotional materials and online information is up to date and consistent with brand values.
- ✓ Contribute to the development and implementation of the hospice's annual communications strategy which includes both internal and external communications.
- ✓ Liaise with other internal departments, in order to advise and develop plans or identify opportunities which raise awareness of St Ann's Hospice and its cause.
- ✓ Liaise with any external agencies and freelance service providers as appropriate.
- ✓ Contribute to supporter newsletters and publications when required, liaising with relevant staff and external suppliers to ensure deadlines are met.
- ✓ Develop and maintain an effective online photo library of images and relevant permission forms.
- ✓ Monitor statistics, producing and keeping reports on impact of social media and website activity.

Requirements

- ✓ A degree or equivalent level of education or experience and evidence of Continuous Personal Development.
- ✓ Experience of working in a communications or marketing role, with a focus on working with digital communications tools and platforms.
- ✓ Proven track record of driving engagement and conversation online.
- ✓ Sound technical skills and awareness of digital trends and tools.
- ✓ Experience of measuring and reporting on the impact of online and social media activities, including Google Analytics.
- ✓ Photography and filming skills
- ✓ Experience of regularly updating and developing content for websites, using content management systems
- ✓ Experience of managing successful web projects and awareness of latest digital trends with ideas of how they can be implemented in the organization.
- ✓ Experience of using social media to increase awareness of an organisation and achieve communication goals.
- ✓ Copywriting, proofing and editing experience, including the ability to collate and edit information from a variety of sources and people.

Terms and conditions for the Digital Marketing and Communications Officer

Contract	Full-time, permanent.
Work Pattern	37.5 hours over 5 days per week.
Location	Cross-site with some hybrid working options.
Free Parking	Free parking at our Heald Green and Little Hulton sites.
Holiday	35 days, increasing to 37 days after 5 years' service and 41 days after 10 years' service (pro rata, inclusive of bank holidays). In addition staff are able to buy up to 1 weeks' holiday per year via salary sacrifice, pro rata.
Pension	Contributory Stakeholder pension in which we match up to 7% of your gross salary. Or the ability to continue with a previously held NHS pension (subject to making contribution's into the scheme in the previous 12 months).
Life Cover	All staff in the Scottish Widows Pension scheme (with the exception of bank staff) are provided with life cover of three times their basic salary in the event of their death whilst employed by St Ann's Hospice.
Health Cash Plan	We offer access to an employee paid health cash plan. That allows employees to spread the cost of health expenses including dental, optical, physiotherapy and more.
Employee Assistance Programme	Employees can access telephone and online counselling 24 hours a day. Face to face counselling is also available and support on issues including debt, employment law, benefits and housing.
Probation	Six months.
Notice	12 weeks



St Ann's Hospice, St Ann's Road North, Heald Green, Cheadle, Cheshire SK8 3SZ

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