

JOB DESCRIPTION

JOB TITLE	Digital officer
DEPARTMENT	Marketing and Communications
REPORTS TO	Senior Marketing Executive
ACCOUNTABLE TO	Head of Marketing and Communications
SALARY	£22,838

ellenor Hospice is a specialist palliative care provider for adults and children in Dartford, Gravesham and Swanley, and for children across the London Borough of Bexley. The organisation has in-patient and outpatient and Living Well services at Northfleet, comprehensive Hospice at Home services and a range of out-patient and community services all supported and delivered through a multi-disciplinary team (MDT).

Role Purpose:

The Digital Officer will be responsible for overseeing our digital channels and content, including our website and social media accounts. As part of the Marketing and Communications team, this individual will play a crucial role in boosting brand recognition across multiple platforms. This role reports to the Senior Marketing Executive.

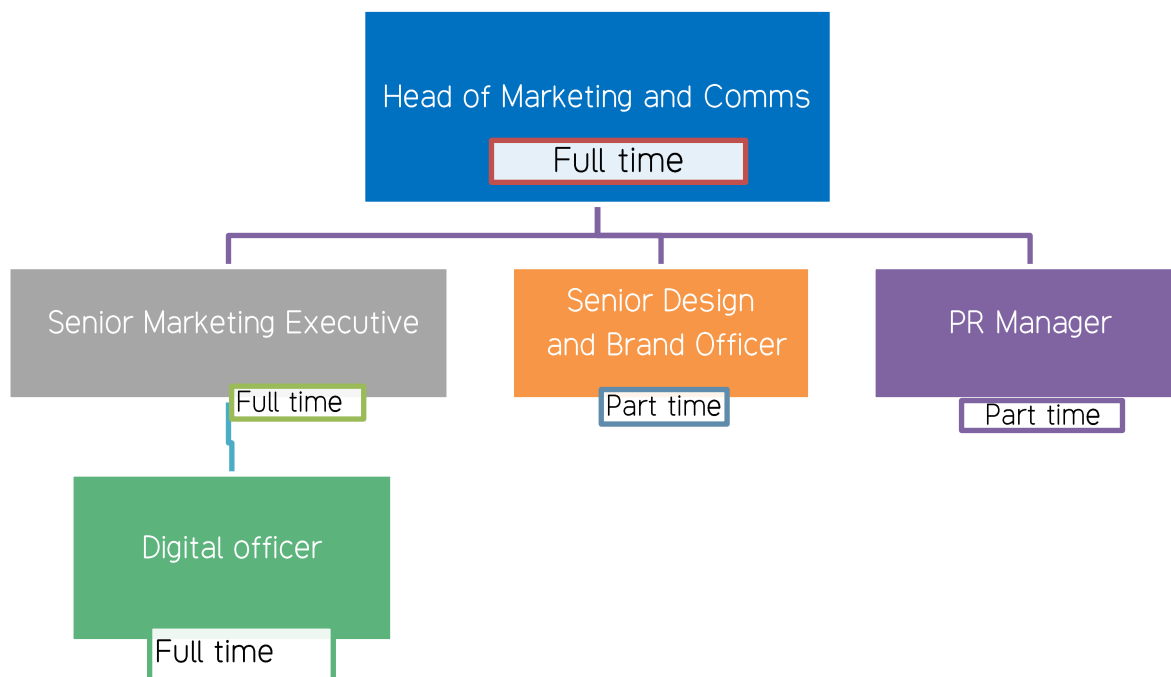
Internal key relationships:

- All members of the marketing and communications team
- All departments across the organisation
 - Finance
 - Fundraising
 - Retail
 - Volunteers
 - Clinical/care teams
 - IT
 - Hospitality/Building facilities/Housekeeping lead
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External key relationships:

- External agencies
- Suppliers
- Creative agencies

The duties outlined below are not definitive and may be changed in accordance with the needs of the organisation.



Principle duties and responsibilities

- Focus on website development SEO, Metas and Google ads/grants management and development.
- Managing and optimising the website and social media platforms to increase online traffic and engagement.
- Working in conjunction with the Senior Marketing Executive to execute our digital/social media strategy and deliver engaging content, increase brand awareness and traffic to our website.
- Working either internally or externally deliver high quality and engaging content for digital channels, including social media posts.
- Working with the Senior Marketing Executive to evaluate and develop all digital comms activity.
- Support the team and participate in social media monitoring and website.
- Support on content writing for the various marketing activities as and when requested.

Specific responsibilities of the Job:

Website Management

- Working with our web developers ensure that SEO is accurate and up to date and working effectively.
- To track and analyse performance metrics and act accordingly to ensure best outcomes.

- Manage copy and content provided by colleagues into effective web content ensuring digital and traditional marketing campaigns are aligned.
- Working with the Head of Marketing and the Senior Marketing Executive to develop website in line with our business objectives in operating in the digital world.

Social Media

- Identify trends and insights to optimise marketing strategies and investments.
- Ensuring consistency in brand messaging
- Tracking and analysing the performance of all social media platforms to ensure we are hitting our monthly social media targets.
- Manage the day to day of our social media channels including but not limited to Facebook, Twitter, Instagram, You Tube and LinkedIn, responding to enquiries and engaging with our followers/supporters.
- Evaluate all digital communications activity to support decision making, making recommendations for improvement.
- Be available for events/campaigns to get content for reactive posts, some of which may be out of working ours e.g. our flagship fundraising events.

General:

- Adapts and develops in line with the changing needs of the role,
- Acts as an ambassador for **ellenor** in order to raise the profile of the organisation at a local, regional and national level, as required,
- To maintain up to date mandatory and essential to role training
- Works flexibly across sites and departments from time to time as may be requested by their managers,
- Undertakes other duties commensurate with the seniority of the post as may be requested by their managers,
- To follow all policies and procedures,
- To be aware of the staff values of the **ellenor** and to behave as a fit representative.

Governance:

- Always follow relevant governing bodies including GDPR compliance. Keeping up to date on key trends and best practice.
- Maintain confidentiality of all information acquired. This includes supporters, patients, carers, staff, and volunteers.
- Take responsibility for being up to date with current **ellenor** policies and procedures, adhere to these and be aware of guidelines stated in staff handbook.

Development, Education and Training:

- Undertake mandatory training as required by **ellenor** and participate in appropriate education, learning and development.

- Undertake an appraisal annually and, through self-development, continuously update and improve knowledge and competencies.
- Co-operate fully in the introduction of any new technology and new methods of working as appropriate.
- Take on any other duties that may be reasonably requested.
- Actively contribute to a culture of resourcefulness and best practice to make the best use of time, skills, and expenditure.
- Be able to see opportunities that align with the needs of **ellenor**.
- Be responsible for your own administration.

Health and Safety

The post holder has responsibility to take reasonable care of self and others in relation to managing risk, health and safety and will be required to work within the appropriate policies and procedures.

This job description is not intended to be restrictive but is an outline of the main duties. The job description will be reviewed periodically to take into account developments in the organisation, department or role.

This job description will be reviewed annually by the line manager with the post holder.

Postholder's Name

Postholder's Signature Date

Manager's Name

Manager's Signature Date

Personal Specification

Digital Officer

	Essential	Desirable
EDUCATION AND TRAINING		
Good standard of general education	X	
Proven experience of Marketing and Comms including working to project budgets		X
EXPERIENCE		
Knowledge of project management systems and tools to use for campaign planning		X
Demonstratable experience of meeting significant activity targets and self-managing projects.	X	
Understanding of budgets		X
KNOWLEDGE AND SKILLS		
Excellent project management skills.	X	
Excellent written and presentational skills	X	
Strong organisational and administrative skills	X	
Excellent interpersonal and communication skills, both written and oral and the ability to communicate across different departments at different levels.	X	
Ability to reflex on and evaluate own work	X	
Ability to write briefs	X	
To be able to monitor, control and evaluate projects to ensure successful outcomes.	X	
PERSONALITY AND DISPOSITION		
Flexibility and adaptability to change	X	
Resilient and able to work in a fast paced and evolving environment	X	