

## JOB DESCRIPTION

JOB TITLE	Senior Digital Marketing Co-ordination Executive
DEPARTMENT	Marketing and Communications (Maternity Cover)
REPORTS TO	Head of Marketing and Communications
ACCOUNTABLE TO	CEO
SALARY	£24,003 per annum (pro rata)

**ellenor** Hospice is a specialist palliative care provider for adults and children in Dartford, Gravesham and Swanley, and for children across West Kent and the London Borough of Bexley. The organisation has in-patient and outpatient and Living 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.

The In-patient Ward currently has 7 beds, and the model is a multi-disciplinary approach. The medical team provides medical support to the patients, including ward rounds, admissions, and MDT meetings.

There is an outpatient Adult Living Well Service, out-patient clinics along with Physiotherapy, Occupational Therapy and Wellbeing Services provided including Complementary Therapy, Counselling, bereavement and family and carers support, and Chaplaincy.

The Community Service comprises the Adult Hospice at Home Team and a Care Home Support Team. The medical team provides support to this service by reviewing patients in clinics, at home and in nursing homes.

The Children's service provides specialist nursing support as well as hands on nursing and short breaks to children with cancer or palliative care needs in their own homes. The medical support for the Children's team is provided by the children's own GP and the Consultants at the Tertiary centres in London

The population of the core area (Dartford, Gravesham and Swanley), where both adult and children's services are provided; is approximately 270,000 people, with over 45,000 adults above the age of 65. The children's service area also extends to Bexley. In Dartford, Gravesham and Swanley we provide clinical nursing support working with children's families to provide care at their place of choice, which is

often their own home. This means the children can receive care in familiar surroundings. Across Dartford Gravesham Swanley and Bexley in addition we provide respite and wellbeing services which include, Play therapy, Music Therapy, Counselling, Bereavement support to mention just a few.

#### Role Purpose:

The Digital Comms and Co Ordinator executive will work within the Marketing and Communications team as a gatekeeper for our digital channels and digital content including social media, /website. The role will have an overview and management ownership of all the marketing and communications activity across ellenor. This role will work to raise the profile of our work across a number of audience segments and platforms and build our brand awareness. Reporting into this role, with a dotted line to the Head of Marketing and Communications, will be a Marketing Executive to operationalise digital and marketing co-ordination activity.

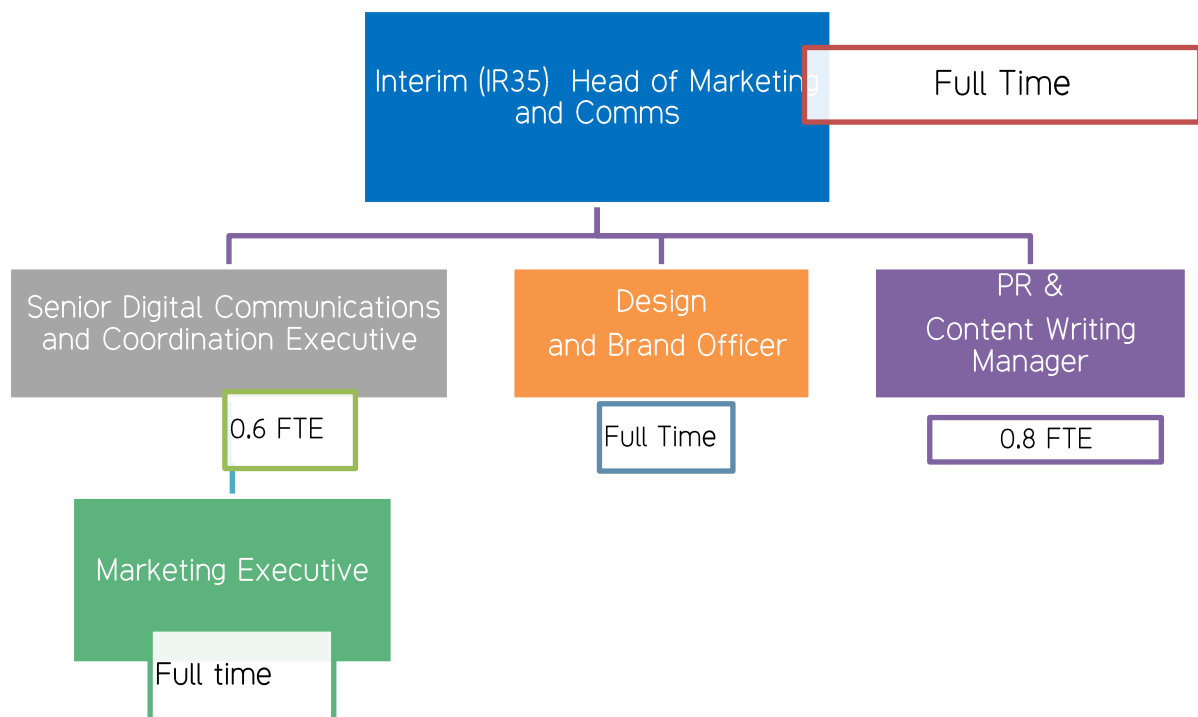
#### Internal key relationships:

- 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

#### External key relationships:

- External agencies, professional bodies e.g., GP Federation.
- 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

- Working in conjunction with the Head of Marketing and Coms develop our digital/social media strategy to deliver engaging content, increase brand awareness and traffic to our website.
- Manage a Third Party SM agency
- Working either internally or externally deliver high quality and engaging content for digital channels, including social media posts.
- Working with Head of Marketing and Comms to evaluate and develop all digital comms activity.
- Focus on web site development SEO , Metas and Google ads/grants management and development.
- Working across the organisation manage all marketing activity requirements to build a robust marketing schedule to raise the profile of our work in our community.
- Manage the marketing Executive with a dotted line to the Head of Marketing and Communications.
- Support the team and participate in out of hours rota for social media monitoring and website.

#### Specific responsibilities of the Job:

Social Media

- Manage the Marketing Executive who is responsible for our social media channels including but not limited to Facebook, Twitter, Instagram, YouTube and LinkedIn, responding to enquiries and engaging content to nurture relationships with existing and potential suppliers.
- Manage Third Party SM agency in developing SM strategy and implementing against pre determined KPI's
- Provide creative editorial and operational support for relevant fundraising and communication projects.
- Evaluate all digital communications activity to support decision making, making recommendations for improvement
- Be part of the decision-making process on budget for digital capabilities activities.
- Support on content writing for the various marketing activities as and when requested.

#### Website Management

- Working with our web developers ensure that SEO is accurate and up to date and working effectively
- Manage copy and content provided by colleagues into effective web content ensuring digital and traditional marketing campaigns are aligned.
- Be on call for media and digital enquires out of hours on a rota.
- Develop website in line with Business objectives in operating in the digital world.
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#### Planning and co ordination

- Organise meeting the respective teams when Marketing Campaign Plans are submitted and manage process.
- Develop and enhance the marketing campaign planning process and fully integrate Trello into the process.
- Train the organisation on a marketing campaign plan process and artwork request programme.
- Ensure that campaigns are well managed, keep to budget, meet deadlines and have regular reporting within marketing and to the various project owners

#### General:

- The ability to work on one's own initiative

- Act as a role model to other staff showing courtesy, respect, and consideration for others, valuing their contribution to the objectives of the organisation.
- Be aware at all times of the philosophy of the organisation and to behave as a fit representative.
- Fully demonstrate a commitment to supporting ellenors staff values.
- Demonstrate fairness and a non-judgemental attitude, in accordance with the equal opportunity policy.

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

Post holder Name: (Please print)	
Signature:	
Date:	
Line Manager Name (please print):	
Signature:	
Date:	

## Person Specification

### Digital Communications and Coordinator Executive

	Essential	Desirable
<b>EDUCATION AND TRAINING</b>		
Good standard of general education to at least A level or equivalent	X	
2 years proven experience of Marketing and Comms including working to project budgets	X	
<b>EXPERIENCE</b>		
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	
Worked with budgets and budgetary control	x	
Experience of working in the charity sector particularly hospices	x	
<b>KNOWLEDGE AND SKILLS</b>		
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	
<b>PERSONALITY AND DISPOSITION</b>		
Flexibility and adaptability to change	X	
Ability and willingness to participate in the social media on-call rota.	X	

Resilient and able to work in a fast paced and evolving environment	x	
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