JOB DESCRIPTION

JOB TITLE   Senior Brand and Design Officer - 3 days a week

DEPARTMENT  Marketing and Communications

REPORTS TO  Interim Head of Marketing and Comms

ACCOUNTABLE TO  CEO

SALARY       Pay £24,723 PP 17 Pro rate 3 days (£14,833)

About us

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

For children 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. In addition, we provide Respite and Wellbeing services, which include Play Therapy, Music Therapy, Counselling, Bereavement Support to mention just a few.

The population of the core area (Dartford, Gravesham and Swanley), where both adult and children’s services are provided; is approximately 270,000 people, The children’s service area also extends to Bexley.
Role Purpose:

To work within a marketing structure which supports marketing and communication requirements across the entire organisation. This role is responsible for the design strategy and design work as required. An integral element of this role is the responsibility of ellenors brand to continue to build the affinity that leads to dedicated donors and advocates, continually creating an image which our community can resonate with. All communications leaving the marketing department and the organisation must be approved by the brand officer.

Internal key relationships:
- All members of the marketing and communications team
- All departments across the organisation
  - Finance
  - Fundraising
  - Trusts and Grants
  - Retail
  - Volunteers
Clinical/care teams

IT

Hospitality/Building facilities/Housekeeping lead

External key relationships:

Agencies
Printers
Publications
Third party potential suppliers

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

Design/Print activities

• Develop and implement design concepts /materials in house as required from across the entire organisation.
• Develop the electronic artwork requests forms and MCP forms developed for campaign submission to marketing.
• Manage own design workloads through the use of project management tools.
• Keep up to date with design tools/skills to enhance ellenor's design capabilities.
• Design fundraising resources, such as leaflets, posters and banners, in a creative way to maximise fundraising engagement.
• Where necessary work with external agencies to provide design concepts and content ensuring quality, brand consistency and value for money.
• Arrange print and delivery of materials ensuring quality and value for money.
• Manage the distribution of materials to departments in a timely way.
• Develop and create video content as and when necessary and work with 3rd parties if a requirement is for enhanced technical capabilities.
• Proof read copy linked to campaigns and the production of marketing and fundraising literature.
• Liaise with the organisation to assess their requirements for marketing material.

Brand

• Asset development - develop and manage the brand, creating/enhancing brand source books and tone of voice for implementation and usage across the organisation.
• Develop and maintain a media and image library in line with brand requirements to depict all services and activity carried out by ellenor.
• In conjunction with marketing and departments, produce video and photography as necessary for enhanced brand awareness.
• Work alongside marketing and third parties to ensure that all digital channels are fully brand compliant, advising on typeface /look and feel, and support with graphics where required.
• Ensure consistency on brand across all printed materials across the organisation.

**Other**
• Update and manage the internal project management tool with marketing colleagues.
• Assist and support other members of the marketing team.
• Manage a design budget.
• Managing the brand /photography element of the website.
• Be responsible for own timelines and manage workload accordingly.

**Marketing & Comms**

- **Interim Head of Marketing & Comms**
  Georgina Lestini
- **Marketing Manager**
  Kate O Mara
- **PR Manager**
  Basia Wilson
- **Senior Brand and Design Officer**
  Open Position
- **Third Party Media agency**

**Joint strategic**
- **Senior Digital Marketing Executive**
  Gemma Sebille
- **Marketing Executive**
  Emma Kelly

**Operational**

- Fully demonstrate a commitment to supporting ellenor’s staff values.

**C**
- **Communication**
  Communicates effectively and is able to listen to others as well as successfully relay their own ideas and opinions.

**L**
- **Learning and Reflection**
  Brings learning to life and is able to find relevance and meaning in the learning to use in the workplace.

**E**
- **Empowerment**
  Supports, trusts and empowers others.

**A**
- **Accountability**
  If it is to be, then it is up to me. Takes ownership.

**R**
- **Respect and Dignity**
  Recognising and respecting everyone’s differences and treating them how you would like to be treated.
- Demonstrate fairness and a non-judgemental attitude, in accordance with the equal opportunity policy.

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