



JOB DESCRIPTION	
Job Title:	Digital Marketing Assistant
Hours of Work:	37.5
Base:	Barnsley Hospice
Department:	Marketing and Communications
Accountable To:	Head of Fundraising & Marketing
Responsible For:	n/a
Job Purpose:	<p>As the Digital Marketing Assistant, you will support the Head of Fundraising & Marketing in establishing and maintaining good relationships with the media and other key stakeholders.</p> <p>Your role will be focused on growing our online platforms, whilst working in line with the hospice values and strategic aims. You will be responsible for creating engaging and high-quality content for social media and other online platforms, whilst ensuring existing content is accurate and up-to-date. This role requires a great eye for spotting trends and newsworthy stories.</p> <p>You will also work closely with the Head of Fundraising & Marketing to provide support with internal communications and ensuring key corporate messages are communicated to staff and volunteers.</p> <p>We are committed to Equality, Diversity & Inclusion in all that we do and welcome applications from all sections of the community. We particularly welcome applications from Black, Asian and minority ethnic candidates, LGBTQIA+ candidates and candidates with disabilities because we are committed to increasing the representation of these groups at Barnsley Hospice.</p>
Organisational Summary	<p>Barnsley Hospice is a charity that provides specialist palliative and end of life care to hundreds of local people and those close to them each year. Our main priority is to achieve the best possible quality of life for people living with a life-limiting illness, whilst supporting those close to them during the period of illness and bereavement. As a specialist care provider, the range of skills we offer include, pain and symptom management, emotional support and end of life care. The hospice currently employs about 100 people and has a team of volunteers, based both at the hospice and within our Retail Hub.</p> <p>We are committed to Equality, Diversity & Inclusion in all that we do and welcome applications from all sections of the community. We particularly welcome applications from Black, Asian and minority ethnic candidates, LGBTQIA+ candidates and candidates with disabilities because we are committed to increasing the representation of these groups at Barnsley Hospice.</p>

Main Duties & Responsibilities:

Key Duties and responsibilities

Marketing:

1. Support the creation of, and deliver, a strategy for growing the hospice's online presence through a range of social media platforms
2. Support the Head of Fundraising & Marketing in creating accurate SEO content for the website and other digital platforms
3. Support the Head of Fundraising & Marketing with the planning and execution of key campaigns
4. Actively monitor engagement with the digital content we produce, and support the Head of Fundraising & Marketing in developing plans to increase engagement levels
5. Support the development and retention of high-quality marketing assets, ensuring they are readily accessible and stored in line with GDPR where appropriate
6. Maintain an awareness of online trends and put forward recommendations for improvement of current practices and approaches
7. Identify opportunities to grow our online profile and put forward recommendations to the Head of Fundraising & Marketing

Internal Communications:

8. Support the Head of Fundraising & Marketing with internal communications
9. Work with the Head of Fundraising & Marketing to plan and deliver a well-produced content calendar to support the hospice's strategic aims

Administration:

10. Support the collation and production of regular and ad hoc reports for the Executive Leadership Team
11. Raising purchase orders for all Marketing and Communications activities

General:

12. To provide advice on relevant policies and procedures to employees and managers, where appropriate
13. To provide general administrative support to the Head of Fundraising & Marketing
14. Any other duty commensurate with the post, as directed by the Marketing and Communications Manager

Other Responsibilities

Learning and Development

To be responsible for the self - development of skills and competencies through participation in learning and development activities, and to maintain up to date technical and professional knowledge relevant to the post including but not limited to, the mandatory training requirements of the hospice.

Safeguarding

Barnsley Hospice has a safeguarding policy for both adults and children and is committed to the safeguarding of adults, children and young people including those who are staff or volunteers. All employees/ volunteers have a responsibility to meet the statutory requirements to safeguard and promote the welfare of both adults and children/ young people to ensure that they come to no harm and to raise any concerns regarding safeguarding. All employees/ volunteers will be fully supported in raising any safeguarding concerns. All employees must be aware of hospice policies in relation to safeguarding and must adhere to them at all times.

Infection Prevention and Control

Infection Prevention and Control is the responsibility of all Barnsley Hospice staff.

All staff have a responsibility to protect patients, visitors, volunteers and employees against the risk

of acquiring health care associated infections by consistently observing Barnsley Hospice Infection Prevention and Control Policies and procedures and best practice guidance in order to maintain high standards of Infection Prevention and Control.

Equality and Diversity

It is the responsibility of every member of staff and volunteer to understand the equality and diversity commitments and statutory obligations under the Equality Act 2010 and to act in ways that support equality and diversity and recognise the importance of people’s rights in accordance with legislation, policies, procedures and good practice. All employees and volunteers must value and treat everyone with dignity and respect, giving consideration without prejudice, respecting diversity and recognising peoples expressed beliefs, preferences and choices. As such staff must recognise and report any behaviour that undermines equality under hospice policy.

Finance

Promote efficiency, demonstrate cost-effectiveness and embed a culture of value-for-money and return on investment.

Health and safety (including fire safety)

Employees and volunteers must act in accordance with the Health & Safety at Work Act 1974, and subsequent legislation, under which they must take reasonable care to avoid injury to themselves and to others who may be affected by their work activities. They are required to co-operate with the hospice in meeting statutory requirements. They must not intentionally or recklessly interfere with, or misuse anything that is provided in the interest of the health, safety and welfare of staff, patients and the general public.

Other Responsibilities

1. To undertake any other duties, commensurate with the role as required by the Hospice.
2. To act as an ambassador of the Hospice, maintaining honesty, integrity and trustworthiness at all times.
3. The post holder will be expected to maintain strict confidentiality at all times.
4. The post holder will ensure that they are aware of and apply health and safety and fire precautions.
5. The post holder will ensure that clinical risk management and safeguarding procedures and relevant good practice guidelines are followed at all times.
6. The post holder is to ensure data protection is maintained at all times.
7. The post holder will be flexible in terms of working hours in order to meet service needs.
8. The post holder will support the Hospice as required, across the range of duties as appropriate within the grading of this post. In the context of rapid and ongoing change within the Hospice, the above responsibilities represent the current priorities and requirements for the post. These priorities will develop and evolve over time. Any significant changes will be the subject of full communication and consultation with the post holder.

This job description is not an exhaustive list but it shows many of the aspects to this role.

PERSON SPECIFICATION	
Knowledge and educational achievements:	
Essential	<ul style="list-style-type: none"> • Level 2 Maths and English • Evidence of continuing professional development
Desirable	<ul style="list-style-type: none"> • Level 3 or equivalent in English Language • Level 3 or above in Marketing or related discipline
Experience and work achievements:	
Essential	<ul style="list-style-type: none"> • Managing professional social media accounts across range of platforms • Writing SEO content • Engaging with stakeholders both within and external to an organisation • Excellent working knowledge of Microsoft Office programmes • Customer service experience.
Desirable	<ul style="list-style-type: none"> • Previous experience of working within a similar role for at least 12 months • Experience of working within the charity or health care sector • Providing administrative support and producing quality reports • Experience with Wordpress • Experience of using graphics creation software, such as Adobe Illustrator or Canva
Skills and abilities:	
Essential	<ul style="list-style-type: none"> • High standard of written communication skills with keen attention to spelling, grammar and use of plain English • Excellent verbal communication and active listening skills • Able to work at pace and maintain attention to the detail • Strong organisational and forward planning skills • Flexible and adaptable to respond to the changing needs of the service • Skilled at building relationships with internal and external stakeholders • Ability to take the initiative in problem solving • Ability to analyse and interpret data and create useful/relevant reports •
Personal attributes:	

<p>Essential</p>	<ul style="list-style-type: none"> • Professional, friendly and approachable • Compassionate and authentic • Honest and trustworthy • Well-organised with a structured approach to work • Proactive approach with the ability to take the initiative • Reliable and able to follow instructions
<p>Our Values and Behaviours:</p>	
<p>Ambition: <i>We aim high and look for ways to improve ourselves, our services, reach more people and play a leading role.</i></p> <ul style="list-style-type: none"> • We set high standards for ourselves and the services we provide. • We seek every opportunity to learn: from our successes and our mistakes. • We take a flexible and creative approach when seeking opportunities and solutions. <p>Collaboration: <i>We are inclusive and work in partnership with others to achieve shared goals and get the best outcome possible.</i></p> <ul style="list-style-type: none"> • We value diversity in its broadest sense and take meaningful action to create an inclusive environment. • We seek out and nurture partnerships so we can achieve more together. • We are welcoming and friendly. <p>Compassion: <i>We are caring and treat everyone with kindness and respect.</i></p> <ul style="list-style-type: none"> • We show empathy and consideration towards others. • We are genuinely caring and respectful in our interactions with others. • We are generous with our time and attention, and value the people around us. <p>Integrity: <i>We are honest, communicate clearly and openly, and take responsibility.</i></p> <ul style="list-style-type: none"> • We are open and honest with ourselves and others. • We are trustworthy and reliable and deliver on our promises. • We are professional and take our responsibilities seriously. 	<p>Assessment method – application form and interview</p>