

JOB DESCRIPTION

Post Title:	Digital Marketing Coordinator
Status:	Permanent
Hours of Work:	35 hours per week
Salary:	Up to £24,000 depending upon experience
Managerial Accountability:	Head of Marketing
Place of work:	St David's Hospice, Abbey Rd, Llandudno, Conwy, LL30 2EN

Main Purpose of the post:

- Working with the Head of Marketing and Creative Designer to create engaging content that promotes the work of the Hospice in all departments including clinical, income generation, retail, catering and volunteering.
- To raise the profile of the Hospice using the corporate branding guidelines and key messages so that St David's Hospice remains the most recognised charity in North West Wales.
- Responsible for the upkeep of communications with supporters by creating engaging, visually pleasing content for the Hospice's digital marketing platforms including the website, social media and e-newsletters in both Welsh and English language.

Principle Duties

- Responsible for communicating to existing and new supporters through digital marketing and enhancing the Hospice's online presence by designing and coordinating creative campaigns for social media.
- To create engaging multimedia content for digital platforms and communicate the Hospice's key messages at every opportunity that is consistent with current campaigns, trends and events.
- To manage the content for all Hospice digital and social media channels using WordPress, WooCommerce, MailChimp, Canva, Facebook, Twitter, Instagram and LinkedIn to ensure that messages are consistent.
- To work with the Fundraising team to build creative marketing campaigns for events that create conversions, engagement and sign ups.
- Track online campaigns, measuring by engagement, conversions, followers and impact. Meeting targets and KPI's.
- Regular E-newsletters using create eye-catching and effective templates.
- Create, design and develop content for the Hospice website ensuring it is dynamic, creative and current.
- Increase traffic to the website by building appropriate relationships and partners; working with all departments and sharing content online
- Utilise a range of analytical tools to track, evaluate and report on all statistics relating to the website including SEO and monitor the effectiveness of all digital marketing platforms.
- Uploading products to the online shop and developing ECommerce.

Individual Role Responsibilities

- Adhere to all Hospice policies with particular reference to confidentiality, data protection, infection control and health and safety at all times.
- Encourage current and potential supporters to opt in to marketing communications where possible and work within the confines of the statutory regulating bodies at all times (GDPR).
- Keep abreast of new charity sector developments such as new events and fundraising ideas, reporting as necessary.
- Represent St David's Hospice at internal and external meetings as required.
- Attend all mandatory staff training and ensuring you are up to date.
- Develop the organisation's reputation within the local community at all levels and act as an ambassador for St David's Hospice at all times.
- Provide reports and updates on marketing and communications activity agreed with line management.
- Ensure that GDPR legislation is being met in all aspects of marketing activity.
- Keep clear and informative records for all duties, utilising the hospice donor database as appropriate.
- Report to the Head of Marketing on a day to day basis

Health and Safety

- The post holder must be aware of individual responsibilities under the Health and Safety at Work Act and identify and report, as necessary any untoward incident, accident or potentially hazardous environment which could impact the individual or organisation as a whole.
- The post holder must report any breaches of statutory regulations to the Head of Marketing immediately.

Personal Responsibilities

- The post holder must be responsible for own professional development and must participate in the Hospice appraisal review process.
- Must use initiative and have the ability to expand the role.
- Carry out all duties and responsibilities with due regard to the Hospice's Equal Opportunities policy, promoting and implementing the Hospice's Equal Opportunities Policy.
- To read, understand and adhere to all Hospice policies and procedures which are freely available.
- Report to the Head of Marketing on a day-to-day basis.

Handling of Information

- The post holder will be expected to adhere to the data protection policy as well as specific procedures in compliance with the law (GDPR).
- Any matters of concern MUST be reported to the Commercial Director
- Any information recorded; numerical and written, must be accurate and correct in both electronic and paper records.
- The post holder must maintain confidentiality in all areas of work to ensure the respect, dignity and rights to the privacy of patients, service users, staff, volunteers, supporters and donors in line with GDPR.

No Smoking

- The post holder will be expected to observe the "No smoking" policy of the Hospice.

Notes

The post-holder is expected to work to further the mission of and to comply with policies and procedures within St David's Hospice. Other tasks within the remit of the job may be required from time to time. This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder. It will also form the basis for annual staff appraisal.

The postholder for this position must have a full UK driving licence as travel is essential within the role.