



JOB DESCRIPTION/PERSON SPECIFICATION

JOB DESCRIPTION

Job Title	Head of Marketing & Communications
Locations	Lewis-Manning Hospice Care, 56 Longfleet Road, Poole, Dorset, BH15 2JD Lewis-Manning Hospice Care, 174 Bournemouth Road, Poole BH14 9HA
Direct reports	Marketing and Communications Executive, PR agency, Design agency, Web technical support
Reporting to:	CEO

Job Context	<p>Lewis-Manning Hospice Care offers holistic care to local people living with cancer and other life-limiting illnesses and support for their carers/family. We are a committed team, who work hard to provide the highest quality of care and support to people living with life limiting illness across Poole, Purbeck, and East Dorset.</p> <p>We are based in Poole, with satellites in Swanage, Wimborne, Bournemouth and Wareham. We currently offer Day Hospice, Virtual Day Hospice, Lymphoedema Services for cancer patients, Bereavement and Family Support Services, Complimentary Therapy, Breathlessness Services and are developing a hospice at home service.</p> <p>We are expanding our care support services to include hospice at home, rapid home from hospital service, virtual services, and a drop-in information centre.</p> <p>At Lewis-Manning we believe in the development of our staff and there are plenty of opportunities for project work, personal development and staff training.</p>
Job Purpose	<p>Summary of responsibilities and areas of accountability;</p> <p>The role will be an integral part of the Lewis-Manning Hospice Care team, working with the fundraising, retail and clinical teams, raising awareness by developing and delivering high quality marketing and communications, to engage and inspire our community to use our services and support us as well as ensuring our goals, ambitions and messages are clear and fit for purpose.</p> <p>Combining knowledge of managing marketing and communications (internal and external) the post holder will use their experience of writing, creating and planning marketing campaigns in print, email, face to face, event and online activities to deliver real impact.</p> <p>You'll be responsible for our marketing and communications strategy be involved in our story telling using digital and traditional methods, collecting case studies, managing our brand,</p>

	<p>photography, design, graphics, internal and external communications.</p> <p>You'll manage the external design agency, PR agency, website developers and an internal direct report who supports digital channels..</p> <p>This is a dynamic role, and will require the post holder to manage a small team, work at pace to deliver high quality, compelling and impactful marketing and communications. Some local travel and telephone work will also be needed to engage with stakeholders and prospective supporters.</p> <p>To work in line with Lewis-Manning's Mission, Vision and Values</p>
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Job Responsibilities

Main Duties

- Develop and deliver the LMHC Marketing and Communications strategy
- Manage the Marketing and Communications Executive, PR agency, design agency
- Manage the annual comms and marketing budget, and ensure key milestones are achieved on time and within budget
- High level of competence in MS Office, Adobe Creative Suite, Wordpress, HTML, SEO and analytic tools

Website – support and manage the Marketing Executive in:

- Developing and managing our new website
- Managing editing and publication of content on the website
- Ensure the website is kept up to date
- Monitoring website functionality
- Monitoring and reporting on site analytics – suggesting improvements where necessary. Monthly reporting on agreed goals and conversions
- Implementing the company's SEO strategy in all web-based marketing initiatives and training others to follow the same protocol
- Management and development of the online shop and integration of retail platforms
- Developing educational messages and video for the wider population on palliative care and clinical interventions
- Managing the integration and transfer of data between the website and database.
- Managing the integration of all online payment platforms to capture donations, ticket sales and shop sales

Social media - support and manage the Marketing Executive in:

- Delivery of a social media strategy
- Manage, monitoring and reporting on all social platforms
- Growing of social media audiences and positive engagement
- Safeguard the reputation of the organisation on all social media platforms
- Support staff across the organisation
- Ensure all channels are monitored including during weekends and holiday/sickness periods

- Developing and deliver engaging visual content for social channels, including video
- Work closely with all departments of Lewis- Manning Hospice Care to make sure we find the most engaging way to tell our stories, educate and raise awareness
- Develop innovative content and channels to convert audiences to donate to LMHC

Digital marketing – support and manage the Marketing Executive in:

- Identifying the target audience and creating digital campaigns to inform, engage and motivate them towards specific goals.
- Using digital marketing strategies to drive traffic and create an invaluable user experience.
- Managing all digital marketing platforms using a variety of digital marketing tools.
- Collaborating with teams on the concept, development and implementation of digital marketing plans.
- Ensuring all digital marketing communications are distributed effectively, internally and externally.
- Analysing digital metrics to identify and review trends and insights, and using the data to optimise performance.
- Reporting on the performance of digital marketing processes
- Ensuring all current marketing and copyright regulations, accepted professional standards, policies, procedures and legislation are adhered to across the team.
- Working with Google Ads/Grants
- Management of email marketing

Intranet

- Development a of a new intranet
- Editing and publication of content

Graphic design & storytelling

Work with the freelance designer to:

- Produce bold, creative and exciting digital assets and in print materials for use across the organisation
- Create new and engaging digital content
- Manage the branding across all channels
- Build relationships with partner agencies to expand our sphere of influence and bring new insights into the charity and leverage gift in kind print.

Communications & Traditional Media

Work with the PR agency to:

- Plan and develop PR and communications as a key channel
- Work with, support and drive media activity with our external suppliers/agencies e.g. PR
- On occasion write press releases/letters to the editor for distribution
- Work with, support and drive award entries, from copywriting stage to entering the awards with our staff & external agencies
- Work with patients and carers to develop and write impactful case stories
- Build relationships with local media
- Manage the production and distribution and a regular newsletter for external supporters and internal updates for staff and volunteers

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Marketing

- Coordinating, plan and creating marketing campaigns and annual diary to support the charity as a whole and its fundraising team, use, manage and update the Communications Planner
- Attending events in order to maximise opportunities to engage with supporters and partners through social media
- Develop the Lewis-Manning Hospice Care brand and monitor use across the organisation
- Other tasks as identified by line manager
- Responsible for the organisation's marketing budget

Reporting

- Provide regular monthly reports on all media and marketing activity to the CEO in a format suitable for distribution to the Board of Trustees
- Report to Directors on campaign analytics across all channels

The above is not an exhaustive list of duties and you may be required to perform additional tasks within the organisation.

Health and Safety

It is the responsibility of all staff to:

- Take reasonable care for the Health and Safety of themselves, colleagues, patients and visitors
- Report (without delay) any accidents, incidents, near-miss events, risks, faults or defects
- Use all work equipment (medical devices, dangerous substances, machinery, transport, means of production, and safety equipment) in accordance with training and instructions provided
- Not use such items or equipment unless they have received appropriate information and training

Infection Control

It is the responsibility of all staff to:

- Take individual responsibility for the prevention of infection
- Ensure high level of personal hygiene, hand hygiene in particular

Safeguarding

Lewis Manning Hospice is fully committed to safeguarding the welfare of all vulnerable adults, children, and young people, by taking all reasonable steps to protect them from harm. All staff will receive appropriate training and induction so that they understand their roles and responsibilities and are confident about carrying them out.

Confidentiality and GDPR

Any matters of a confidential nature, including individual staff records must under no circumstances be divulged or made available to any unauthorised person(s).

Disclosures of confidential information or disclosures of any data of a personal nature can result in prosecution for an offence under the Data Protection Act 1998 and GDPR regulations 2018, or an action for civil damages under the same Act in addition to any disciplinary action taken by the organisation which might include dismissal. You should consult your line manager if you consider that there is a need to breach such confidentiality. You are advised that throughout your employment the organisation will collate information to support performance management.

It is the responsibility of all staff to be aware of their obligations in respect of the Data Protection Act 1998 and the GDPR regulations 2018

Equality, Diversity and Inclusion (EDI)

It is the responsibility of all staff to:

- Recognise the importance of people's rights and act in accordance with legislation, policies and procedures.
- Support people who may need assistance enabling them to make best use of their abilities.
- Acknowledge and recognise people's expressed beliefs, preferences and choices, respect diversity, value people as individuals and encourage others to do so.
- Promote a "can do" approach and an open and fair culture throughout the organisation.

Training and Development

All of our employees are provided with training development opportunities.

Performance Review commitment

The organisation is committed to ensuring all staff receive an annual review, participate in the review scheme, and develop, in conjunction with their line manager an agreed personal development plan. All staff are expected to participate in the review scheme.

Our Values:

- We are patient centred
- We listen to what matters
- We are kind
- We are accountable

This is an outline job description and may be subject to change, according to the needs of the service, in consultation with the post holder. It should be taken as the current representation and consequently a job description review will automatically take place as part of the annual appraisal.

This organisation is committed a policy of equal opportunities and is a smoke free working environment.

Name (please print)	Signature:	Date:

PERSONAL SPECIFICATION

Post: Marketing & Communications Manager

Department: Marketing and Communications

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Education to GCSE Grades A-C or equivalent including English and Maths. • Professional qualification in marketing, communications, public relations or social media. • Demonstrable proficiency in Adobe, Photoshop, InDesign, Premiere Pro, Microsoft Office including publisher, Databases. 	<ul style="list-style-type: none"> • Educated to Degree Level. • Demonstrable proficiency in Adobe Effects
Experience	<ul style="list-style-type: none"> • Five years' experience in a similar role. • Extensive knowledge of social media and the ability to demonstrate it being utilized in a professional capacity. • Experience of managing websites CMS and email marketing software. • Previous experience of creating or curating impactful written and digital/visual content. • Confident using DLSR Cameras and audio-visual equipment. 	<ul style="list-style-type: none"> • Understanding of different video aspect ratios and video codecs.
Knowledge and Skills	<ul style="list-style-type: none"> • An in-depth knowledge of traditional and digital marketing • Highly developed communication skills both written and verbal, ability to communicate using accurate tone of voice for target audience. • Ability to work independently and as an effective team member. • Ability to develop and maintain effective working relationships with staff and external agencies. • Diplomatic, discrete and tactful. • Excellent attention to detail. • Good administrative and organisational skills. • Effectively able to prioritise workload. • Ability to work without direct supervision. 	<ul style="list-style-type: none"> • Evidence of working within a team structure and inter relating with diverse groups of professionals.

	<ul style="list-style-type: none"> • Conscientious, reliable and punctual. • An enthusiastic individual with an ability to work with competing demands both alone, and as part of a team. • Ability exercise judgement as to the urgency of a situation. • Highly analytical, testing and analysing to achieve the best results and regular reporting on all initiatives. • Flexibility to attend events outside of working hours on occasion. 	
<p>Attitudes and values</p>	<ul style="list-style-type: none"> • Flexible and adaptable • Self-motivated • Compassionate with an enabling and empowering approach • Active listening • Committed to confidentiality and equal opportunities • Understand the importance of “What Matters” • Team worker • Committed to self-development and learning • Commitment to excellent person-centred care • Positive attitude towards equal opportunities and towards working in a multi- cultural/multi-disciplinary environment. 	