

# st michael's hospice

## **JOB DESCRIPTION**

<b>Job Title:</b>	<b>Multimedia Content Creator</b>
<b>Job Location:</b>	<b>St Michael's Hospice</b>
<b>Responsible to:</b>	<b>Head of Digital Transformation &amp; Communications</b>
<b>Accountable to:</b>	<b>Head of Digital Transformation &amp; Communications</b>

### **1.0 MAIN PURPOSE OF THE ROLE**

In conjunction with the Head of Digital Transformation & Communications help to develop and shape the Hospice's approach to marketing and content creation, employing the full marketing mix to create content to help drive brand awareness and understanding amongst communities in Hastings and Rother.

### **2.0 PRINCIPAL RESPONSIBILITIES**

- 2.1 In liaison with the Head of Digital Transformation and Communication be responsible for the delivery of a wide-range of marketing as set out in the Hospice business plan.
- 2.2 Working with colleagues to produce and deliver marketing plans that aid ensure departmental and organisational objectives are met
- 2.3 Be responsible for managing press releases, content suggestions and sign off process from all areas of Hospice work and activities.
- 2.4 Drafting, editing and printing of content and publications, including Hospice leaflets and literature, bulletins, newsletters, booklets and e-newsletters, editing texts and ensuring accuracy of content.
- 2.5 Be responsible for creating a wide range of content for external and internal publication including (but not limited to): creating graphics for digital media, creating printed materials such as event posters and patient information leaflets, designing infographics, copywriting, blog posts, creative for paid social media campaigns, creating case studies and telling the stories of those individuals whose lives we impact through our work.
- 2.6 Using Adobe suite, to create a variety of marketing collateral, including design and video production/editing
- 2.7 Extending and maintaining our database of local businesses etc. where St Michael's Hospice marketing material can be distributed and/or displayed.

- 2.8 Liaise with third party contractors, printers, agencies, freelancers, photographers, volunteers and others as required
- 2.9 Support the Social Media & Website Officer to develop and manage the website through the CMS, in liaison with all departments.
- 2.10 Support the Head of Digital Transformation and Communication in the management of the Hospice's social media channels where needed. Including out of hours, as part of a team in line with the Hospice's policy.
- 2.11 Continually monitor and evaluate all marketing activity.
- 2.12 Advise internal colleagues and departments on the appropriate application of marketing channels and messages to deliver on objectives, ensuring the early marketing intervention on key events, activities and programmes.
- 2.9 Design and develop new communication channels as needed and co-design the quarterly newsletter, Monthly Information Bulletin, eNewsletter, Clinical Bulletin and others as required.
- 2.10 Design from concept to print ready artwork
- 2.11 Be responsible for producing signage and artwork throughout the Hospice building and retail premises.
- 2.12 Support the Marketing team to deliver induction meetings and Brand Guideline training for new starters.
- 2.13 Act as an Ambassador, when representing the Hospice at external events.

### **3.0 ADDITIONAL RESPONSIBILITIES**

- 3.1 Carry out duties with full regard to the Company's Equalities and Diversity Policies
- 3.2 Act as a responsible individual in relation to Health and Safety and be aware of the responsibilities of all employees to maintain a safe and healthy environment for patients, visitors, staff and volunteers
- 3.3 Ensure that all duties are carried out to the highest standard, and in accordance with current quality initiatives within the work area
- 3.4 Carry out any other duties, within an appropriate level of responsibilities as required
- 3.5 Undertake flexible hours as and when the need arises to maintain safe patient practice
- 3.6 Ensure confidentiality at all times within the Hospice
- 3.7 Support and participate in the fundraising activities of the Hospice wherever possible
- 3.8 Be an ambassador for the Hospice
- 3.9 Ensure that the disclosure and use of confidential staff information is both lawful and ethical, and to recognise own responsibility for compliance with relevant legislation
- 3.10 Promote, at all levels, the Company's vision, values and strategic Objectives
- 3.11 Hold DBS and Occupational Health clearances appropriate to the role.

Note: these are obtained and checked as part of the recruitment process and reviewed in line with company policy or if a change in circumstances is declared or comes to light.

This job description is not intended to be exhaustive and may be reviewed at any time to meet the needs of the business.

## PERSON SPECIFICATION

<b>Post Title:</b>	Multi-media Content Creator
<b>Department:</b>	Marketing

	<b>Essential Criteria</b>	<b>Desirable Criteria</b>
Education/ Qualifications	Degree calibre or qualified by experience	Marketing, journalism or similar qualification/ mentorship or apprenticeship
Work background and experience	<p>Proven experience in writing marketing materials for online and offline</p> <p>Previous experience of liaising with the media.</p> <p>Experience of writing, implementing and evaluating marketing plans and strategies.</p> <p>Experience of writing press releases or similar.</p> <p>Good understanding and application of design skills.</p> <p>Some experience of marketing events.</p>	<p>Proven track record in managing a successful marketing campaign with measureable targets and achievements</p> <p>Proven experience of using a web content management system.</p> <p>Experience of working with a charity.</p>
Skills/Ability/ Knowledge	<p>Strong demonstrable IT skills (Word, Excel, Powerpoint).</p> <p>Strong understanding of and ability to use Adobe Creative Cloud suite of software.</p> <p>Excellent attention to detail and able to demonstrate high levels of accuracy.</p> <p>Ability to use own initiative to deliver against set objectives</p> <p>Creative flair– ability to contribute new ideas.</p>	

	<b>Essential Criteria</b>	<b>Desirable Criteria</b>
	<p>Able to work well under pressure, able to manage own time well and meet deadlines, as well as working in a team and supporting other team members.</p> <p>Excellent organisational and project management skills.</p> <p>Effectively interview and write up case studies with media hooks.</p> <p>Strong interpersonal skills – experience of communicating confidently and effectively with both internal colleagues and external contacts at all levels.</p> <p>Ability to work flexibly as part of a team and independently without direct daily supervision.</p>	
Personal qualities and other requirements	<p>Able and willing to travel to, and attend, Hospice events out of hours when required.</p> <p>Able and willing to travel in working hours around catchment area and beyond</p> <p>Full driving licence.</p> <p>Own transport for travel throughout Hastings and Rother</p> <p>Able to work at a computer desk (modified workstations available)</p> <p><b>Mental effort</b> – Able to cope with multiple tasks sometimes under pressure. Able to prioritise and adapt to change at short notice without direct supervision</p>	<b>Physical effort</b> - Able to play an active role in the running of events.

	<b>Essential Criteria</b>	<b>Desirable Criteria</b>
	Able to work comfortably in an environment that may include patients and their relatives at a vulnerable and emotional time in their lives.	