

Marketing Executive

Job title:	Marketing Executive	Reporting to:	Head of Marketing & Communications
Department/Group:	Fundraising & Marketing	Direct reports:	None
Location:	HOSF	Travel required:	Yes - Hospice sites, shops, events and community activity
Band:	5	Position type:	Full time, 37.5 hpw, Mon-Fri

Main purpose of the role

To provide high-quality hands-on marketing and communications support across The Hospice of St Francis, helping deliver content, campaigns, website updates, organic social media, printed/digital materials and practical communications activity.

The postholder will work to agreed briefs, priorities and deadlines as part of the pooled whole-Hospice Marketing & Communications team, supporting activity across care and services, fundraising, Trading, Education, volunteering, workforce, community engagement and other agreed organisational priorities.

Role scope and accountability: This is a delivery and coordination role. The Marketing Executive works within briefs, standards and priorities set by the Head and supports the specialist Digital Marketing Lead as required. The role does not independently set strategy, determine organisation-wide priorities, approve high-risk communications or commit material budget. Work is allocated according to the whole-Hospice plan rather than permanently assigned to an individual function.

Campaign delivery and coordination

- Deliver agreed marketing and communications activity across service awareness/access, fundraising, Trading, Education, volunteering, workforce and organisational campaigns.
- Coordinate campaign assets, actions, deadlines and practical delivery against agreed briefs and the campaign calendar.
- Work with colleagues to gather information, approvals, stories and materials needed to deliver activity accurately and on time.
- Collect routine campaign results, feedback and evidence for review with the Head and Digital Marketing Lead.

Content creation and storytelling

- Write, edit and produce engaging content for website pages, newsletters, email, organic social media, publications, posters, leaflets and other agreed materials.
- Develop patient, family, volunteer, colleague and supporter stories sensitively and in line with consent, confidentiality, safeguarding, clinical and brand requirements.
- Create or coordinate photography, video and straightforward visual content using approved templates and tools; brief specialist designers where authorised.
- Maintain organised libraries of approved stories, photographs, consent records, brand assets and campaign materials.

Website and organic social media

- Carry out routine website content updates and help maintain accurate, accessible and current pages within agreed governance.
- Plan, schedule and monitor organic social content against the agreed content calendar and campaign priorities.
- Respond to routine comments/enquiries within approved guidance or route them promptly to the relevant team where specialist, clinical or sensitive handling is required.
- Provide routine engagement and channel data to support performance reporting and campaign review.

Communications, media and event support

- Draft routine news stories, press releases, staff/volunteer communications and external updates for approval as required.
- Support media opportunities, community engagement, fundraising activity, shops and events under the direction of the Head.
- Coordinate production and distribution of printed and digital collateral and liaise with approved suppliers within agreed briefs and budgets.
- Attend Hospice activities where required to gather content and provide practical marketing support.

Digital campaign support

- Support the Digital Marketing Lead with approved email, paid-media, search, landing-page and digital campaign activity by providing copy, assets, coordination and routine administration.
- Undertake straightforward campaign set-up or platform tasks where trained, authorised and quality-assured, without assuming ownership of specialist digital strategy or material investment decisions.
- Ensure digital and non-digital campaign materials are consistent with the Hospice brand, agreed messages and audience requirements.

Administration and team support

- Maintain campaign schedules, content calendars, contact lists, asset registers and relevant records accurately.
- Support purchase orders, invoices, basic budget tracking, supplier administration, meeting actions and other team coordination as required.
- Support the Marketing Graduate with routine orientation or task guidance where requested by the Head, without formal line-management accountability.

Qualifications, skills, experience and knowledge

- Practical experience in marketing, communications, content, digital marketing or a comparable role.
- Strong copywriting, proofreading and content-development skills with the ability to adapt tone for different audiences.
- Experience using social media and website/content-management tools in an organisational setting.
- Ability to produce straightforward digital/print assets using standard creative tools/templates and to follow clear briefs.
- Good organisation, project coordination and attention to detail, with the ability to manage multiple deadlines.
- Ability to work constructively with colleagues, patients/families where appropriate, supporters, volunteers and external suppliers.
- Awareness of data protection, consent, confidentiality, accessibility and sensitivity when using personal stories or images.

Decision making and accountability

- Manage own workload and routine delivery within agreed briefs, deadlines, brand standards, approvals and priorities.
- Make routine editorial, production and coordination decisions within approved guidance and escalate conflicting priorities, sensitive issues or matters outside competence/authority to the Head.
- Do not independently set marketing strategy, approve high-risk communications, commit material spend or own specialist digital investment decisions.

Role flexibility and organisational responsibilities

- This job description sets out the principal responsibilities of the proposed role at the date of issue and is not intended to be an exhaustive list of every task.
- The postholder may be required to undertake other reasonable duties consistent with the role scope, level of responsibility, competence and grade in response to changing organisational priorities, technology, regulation or service need.
- Material changes to the role, grade or contractual terms will be managed through the appropriate Hospice process, including consultation where required.
- Work must be prioritised through agreed Hospice and team plans; no individual business area has a permanent entitlement to dedicated marketing resource unless expressly agreed through the organisational planning process.

Working conditions and environment

- Primarily Hospice-based/hybrid as agreed, with attendance at Hospice sites, shops, events, community activity and external meetings where required by the role.
- Some flexibility outside normal hours may be required around major campaigns, events, urgent communications or business-critical activity.
- Act as an ambassador for the Hospice and its values; maintain confidentiality, professional boundaries and appropriate use of information at all times.

Health & Safety

- Understand and comply with all relevant Health & Safety, Fire and Infection Control requirements and complete mandatory training appropriate to the role.

Safeguarding

Act at all times to safeguard the interests of patients/clients and their families, children and adults at risk, and to maintain public trust and confidence in The Hospice of St Francis. Follow Hospice safeguarding policies and report concerns promptly through the appropriate route.