



Job Description

Job Title: Marketing & Communications Manager

Directorate:	Business Development	Team/Function:	Marketing & Comms
People Manager:	Yes	Direct Reports:	1
Size of team:	2	Grade:	

Job Summary:

This role is responsible for leading our Marketing & Communications function at the hospice. You will manage all of the hospice's internal and external communications channels, finding creative ways to engage patients and their families, supporters, staff and volunteers. You will work closely with a wide range of colleagues from across the hospice to provide advice and support with marketing and communications activities. This is an opportunity to make a real and meaningful difference to a charity that is very much rooted in this community.

All Wigan & Leigh Hospice employees are expected to:

- Show commitment to our vision, mission, and values: **Compassion, Accessibility, Respect** and **Excellence** and demonstrate this through their work and interactions internally and externally, and on our behalf.
- Reflect the values of Wigan & Leigh Hospice in all behaviour and activities including alignment with the hospice's strategic priorities
- Be committed to furthering the aims of the charity and developing your own skills to benefit both yourself and the charity.
- Respect our obligations and approaches to health and safety, data protection, equality and diversity and safeguarding compliance and best practice.
- Take responsibility for the safety of yourself and others, raising concerns about anything you feel may put someone at risk
- Promote and safeguard the good reputation of the charity by acting in a way which is ethical and moral, and avoiding any activities that could bring the charity's reputation into disrepute.

Main Responsibilities:

1. Plan and deliver marketing campaigns and activities that promote the work of the hospice and engage the community.
2. Work with the director of Business Development and wider Business Development directorate to support the delivery of the hospice's strategic plan.

3. Develop strong working relationships with other managers and staff from across the hospice, providing them with advice and support with marketing and communications activities.
4. Manage the hospice's brand and visual identity, ensuring consistency and alignment with the values of the hospice.
5. Manage the reputation of the Hospice, responding quickly to anything that could negatively impact on the reputation of the Hospice.
6. Develop, manage and maintain the Hospice website, and digital channels ensuring all content is engaging, relevant, up-to-date and accurate.
7. Use digital tools and analytics to assess, evaluate and adapt communications activities to maximise reach.
8. Work with supporters, patients and their families to capture stories that promote the hospice's work.
9. Provide line management to the Marketing & Communications Assistant, providing the support they need to develop in the role. Also provide support and assistance to volunteers working within the department.
10. Produce promotional materials using external designers and in-house design tools.
11. Manage the Marketing & Communications budget, ensuring best value for money.
Please note job descriptions cannot be exhaustive, and all employees may be required to undertake other duties, which are broadly in line with the above key responsibilities.

Other things to note about this role are:

This role will involve having some flexibility to work occasional evenings and weekends. When this is the case, notice will be given and time given off in lieu.

Person Specification

About you:

To be successful in this role you will need the following:

Qualifications & Experience	E	D
Experience of working in a marketing or communications role at a senior officer of manager level	X	
Experience of working in a charity or similar organisation		X
Experience of developing and delivering integrated campaigns that deliver against organisational objectives.	X	
Experience of developing and delivering digital communication plans	X	
Experience of developing and maintaining strong relationships	X	
Experience of working with service users or customers to collect stories and case studies that demonstrate organisational impact.		X
Experience of providing communications support for fundraising campaigns		X
Experience of management / supervision		X
Relevant professional qualification (CIM, CIPR etc)		X
Skills and Abilities	E	D
Excellent organisational skills	X	
Strong written skills and the ability to write for a variety of audiences	X	
Excellent verbal communication skills	X	

A solutions-focussed, creative, problem solver	X	
Ability to respond quickly to crisis or challenging situations	X	
Ability to produce and edit video content		X
Excellent IT skills including, Microsoft Word, Excel, internet, website CMS systems, email, Canva or similar design package, Google Ads and analytics tools, social media adverts and analytics.	X	
Personal Qualities & Attributes	E	D
Team player with a positive, professional approach, who earns trust and respect	X	
Emotionally resilient, flexible and open to change	X	
Understanding of and empathy a hospice environment	X	

E = Essential / D = Desirable

Document Control:

Date Created:		By:	
Last Reviewed/Amended:		By:	
HR Approval:		By:	