

# JOB DESCRIPTION



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| <b>Job title:</b>      | Social Media and Marketing Content Executive (Maternity Cover) |
| <b>Department:</b>     | Marketing and Communications                                   |
| <b>Responsible to:</b> | Communications and PR Manager                                  |
| <b>Grade:</b>          | C1   |

## Job Purpose

We are looking for a Social Media & Marketing Content Executive to join our Marketing and Communications Team for a 12-month maternity cover. This exciting position is perfect for individuals currently working in or aspiring to start a career in social media, marketing, or content creation.

With no day ever being the same, this is a varied and exciting role where you will be involved in marketing campaigns that inspire supporters to participate in and donate to our fundraising events and initiatives

## Main Duties and Responsibilities

In this exciting role, you will oversee the creation of content for our promotional materials, website and social channels. Using your knowledge of current and upcoming trends, you'll ensure that our social media accounts engage both existing and new audiences, promoting our services and impact while helping to raise vital funds.

You will create a vast range of content, including photography, videos, and reels, in line with our Income Generation Strategy.

The role will work closely with all departments across our organisation, including fundraising, retail, volunteering and clinical. You'll need to be an excellent relationship builder and confident in working independently or as part of a team.

**To support the Communications and PR Manager in the following:**

### Social media

- Support in the development of social media strategies for our main and retail social media channels to support the Hospice's mission and Income Generation.
- Create and schedule posts for social media using FanPage Karma in line with the overall marketing plan and strategy.
- Engage with our audiences on social media to enhance our brand presence.
- Use competitor analysis to optimise our channels.
- Use social media reporting tools to analyse the success of activities and inform new content.
- Be innovative with content for social media, following trends where appropriate to enhance our engagement.

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## Content

- Gather and edit video content from across the organisation to use on multiple marketing platforms.
- Support the Communications and PR Manager with case studies and content
- Ad-hoc design as and when needed of assets such as posters, digital signage, leaflets etc to support our strategies.

## General Responsibilities

- Work to maintain the values, vision and aims of St. Michael's Hospice.
- Additional Duties – In discussion with the line manager to undertake work, as and when required, in support of St. Michael's Hospice as an organisation.
- Public Relations – To represent St. Michael's Hospice in the community and public domain, including social media, appropriately.
- Undertake all statutory and mandatory training, as required.
- To be conversant with and adhere to all St. Michael's Hospice Policies and Procedures.
- Be responsible for upholding and promoting St. Michael's Hospice safeguarding policies, ensuring the safety and well-being of all individuals, and promptly reporting any concerns or incidents in accordance with established procedures.
- 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.
- Take responsibility for own personal safety and of others whilst at work. You will take appropriate action or report any concerns to address any health and safety issues that you or members of your team may be aware of.
- This job description is an outline of the role and responsibilities. From time to time, due to the needs of the service, we may ask you to flexibly undertake other duties that are consistent with your role and banding, including project work, internal job rotation and absence cover.

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| <b>Reviewed by:</b>        | Chrissie Taylor<br>Digital Marketing Manager | <b>Date:</b> | 06-2025 |
| <b>Signed by employee:</b> |  | <b>Date:</b> |         |