

JOB DESCRIPTION



Job title:	Marketing Executive – Digital
Department:	Marketing and Communications
Responsible to:	Communications and PR Manager
Grade:	C1

Job Purpose

Reporting to the Digital Marketing Manager (DM Manager) for St. Michael's Hospice (SMH), this post holder will be responsible for supporting all marketing activities and increasing the public profile of the SMH to enable it to achieve its organisational strategic objectives. They will be involved in marketing activities from research to deployment, with a key focus on social media and maintaining the SMH website. They will ensure that all communications are marketed effectively to stakeholders.

Main Duties and Responsibilities

Main Duties

- Play a key role in all marketing functions at SMH to ensure they underpin all departmental activity, organisational objectives and strategy and are in line with brand guidelines.
- Create, populate and review website content for all areas of SMH.
- Support all social media channels including creating content, planning, scheduling, monitoring and reporting for campaigns and ad hoc posts. Work to build reach and audience. Use boosted posts and ads on social media where necessary.
- To create and update marketing assets across SMH, including digital, print and film. Work with external agencies with design and production of assets.
- Attend Hospice-led events to ensure production of live social media as well as photographic and film assets.
- Work with the DM Manager to increase awareness of the impact of the Hospice's work across social media and the website.
- Play a key role in communications and engagement activity including being the voice of the Hospice across social media. This includes growing the audience for each medium and looking for new opportunities to connect with the community.
- Support the development of the Retail department such as internal design and growth of social media.

JOB DESCRIPTION



Administration

- Work in partnership with the DM Manager to deliver all marketing efficiently, effectively and to budget.
- To understand annual Marketing and project related budgets under the guidance of the DM Manager.
- Produce periodic reports on key activities to the DM Manager.

Application

- This role requires a great deal of flexibility and personal autonomy. The post holder must ensure regular reporting to the DM Manager.
- To operate in a team-working environment, sensitive to both individual and organisational needs.

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.

Reviewed by:	Emma Fryer, Communications and PR Manager	Date:	07-2025
Signed by employee:		Date:	