

PERSON SPECIFICATION



Job title: Marketing Executive – Digital

Department: Marketing and Communications

Responsible to: Communications and PR Manager

Grade: C1

Job Purpose

Reporting to the Communications and PR Manager (while Digital Marketing Manager is on maternity leave) 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.

Requirements	Essential	Desirable	Evidence
Education/Qualifications	General education	Communications or marketing qualification	CV / Application Form Certificates
Previous Experience	Evidence of creativity, willingness to learn new skills Evidence of social media creation and planning Website knowledge	Previous Marketing or Communications experience Experience of the Charity or not-for-profit sector	CV / Application Form Interview References
Skills, Knowledge, Abilities	Excellent knowledge of MS Office products Familiarity with content creation tools like Canva Familiarity with social media scheduling tools like Hootsuite or Fanpage Karma Familiarity with website management tools such as WordPress	Knowledge of Adobe Creative Suite, particularly the ability to create assets using InDesign and Premier Pro, or similar design packages Excellent photography and videography capture and editing skills Coding experience	CV / Application Form Interview References

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	<p>Excellent knowledge of a variety of social media and the strengths and weaknesses of each</p> <p>Ability to work without supervision</p> <p>Strong communication skills with people from a wide range of backgrounds and those going through difficult circumstances</p> <p>Organised and methodical</p> <p>Excellent written and verbal communication skills</p> <p>Good ability to proof-read</p> <p>Excellent ability to update website and track analytics</p>		
Attitude, Aptitudes & Personal Characteristics	<p>Team player with excellent communication skills</p> <p>Ability to work flexibly over a seven-day week</p> <p>Ability to use own initiative</p> <p>Enjoy working creatively</p> <p>Proactive</p> <p>Reliable</p> <p>Professional</p>		Interview References
Other requirements (e.g., on-call/driving licence/shifts)	<p>Excellent attendance record</p> <p>Full UK driving licence</p>		

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

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