

LOCAL HOSPICE LOTTERY LIMITED

JOB DESCRIPTION

JOB TITLE:	Digital & Offline Marketing Executive
DEPARTMENT:	Marketing & Account Management
LOCATION:	Lottery Office, Felsted, Essex
RESPONSIBLE TO:	Head of Marketing & Account Management
ACCOUNTABLE TO:	Chief Executive Officer
HOURS:	37.5 hours per week
SALARY:	£25,000 - £29,000 dependent on experience

OVERALL PURPOSE OF JOB:

To help create and maintain Local Hospice Lottery's digital and social marketing strategy, alongside being responsible for implementing and managing a variety of offline marketing campaigns that promote Local Hospice Lottery and inspire people to join in support of their local hospice.

Championing digital engagement to ensure effective strategy, delivery and evaluation of all digital activities alongside Local Hospice Lottery's wider Marketing Team will form a key part of this role. This will include writing engaging content and responsibility for managing social media networks, SEO/PPC, email and wider digital marketing activities, to extend the reach of Local Hospice Lottery's product and brand.

MAIN RESPONSIBILITIES:

1. Voice for the company in the social and digital media space – primarily working with Facebook, Twitter and LinkedIn.
2. Plan an engaging strategy across all appropriate platforms in the digital and social media space and provide insight to explore new channels that come online, and are relevant to Local Hospice Lottery.
3. Use creativity and insight into social trends to help drive traffic to Local Hospice Lottery's social media channels and website.
4. Provide advice and guidance to the business on digital best practice.
5. Plan, coordinate and manage successful digital advertising campaigns (both paid and organic) to drive web traffic and deliver online sign-ups against set targets.

6. Create social media and website content, and write for online and offline activities, including letter texts and press releases.
7. Work alongside Local Hospice Lottery's Graphic Design & Marketing Support Manager to ensure that the Company's website is able to fully facilitate all digital marketing activities.
8. Work alongside Local Hospice Lottery's Graphic Design & Marketing Support Manager to plan highly impactful creative content for use digitally and offline
9. Work with the Head of Marketing & Account Management in delivering Local Hospice Lottery's annual offline marketing plans, via direct mail, telephone, DRTV, Radio and other advertising campaigns.
10. Ensure Local Hospice Lottery's branding and brand values are applied correctly and consistently throughout all communications.
11. Proof read and undertake the relevant checking procedures to ensure that all aspects of a campaign are correct, compliant and meet with brand guidelines, prior to distribution.
12. Brief, negotiate with, and manage external suppliers where necessary.
13. Respond to social media activity in the evenings and at weekends, if required, and on a rota basis.
14. Manage photo and video shoots for on and offline purposes and ensure that permissions and Media Permission Forms are obtained as necessary.
15. Act as a liaison between Local Hospice Lottery and its partner hospices, providing regular updates on marketing activity and representing Local Hospice Lottery professionally at all times.
16. Under the direction of the Head of Marketing & Account Management, take a lead in the production of regular internal e-communications.
17. Undertake detailed analysis and produce detailed reports on marketing activity as requested by the Head of Marketing & Account Management.
18. Attend and play an effective part in team meetings and one-to-one sessions with the Head of Marketing & Account Management, as required.
19. Keep informed and up to date of any regulations and compliance requirements relating to advertising lotteries and the production of online and offline marketing campaigns.
20. Undertake any other reasonable duties as required by the Head of Marketing & Account Management or Chief Executive Officer.

OTHER RESPONSIBILITIES:

1. To keep up to date with developments in digital technology, digital and direct marketing, digital and offline fundraising techniques and sector trends.

2. To be a digital ambassador for the charity.
3. To review all statutory regulations and charity best practice in relation to marketing (specifically for lotteries) and be aware of legislation specific to charity marketing such as GDPR 2018, (replacing The Data Protection Act 1998) and the Institute of Fundraising's Code of Fundraising Practice.

Notes:

- i) You will be expected to produce work to a high standard and to promote quality at all times.
- ii) You will be expected to adhere to all Local Hospice Lottery policies and procedures, and are responsible for keeping up to date with policy changes, as and when they are communicated to you.
- iii) The post holder may have access to confidential data. Disclosure of confidential information to any unauthorised person may lead to disciplinary action which could ultimately lead to dismissal.
- iv) You will be expected to participate in a staff appraisal scheme for yourself, and where applicable, for staff you manage.
- v) If you are a member of a professional/regulatory body you will be required to abide by the relevant professional Code of Conduct.
- vi) Smoking is not permitted while on duty or in uniform.
- vii) Employees must be prepared to work flexibly to meet the changing needs of the organisation.
- viii) The above job description does not purport to be an exhaustive list of duties and responsibilities. The post-holder will be expected to undertake additional duties as the requirements of the post change.

EQUAL OPPORTUNITIES

Local Hospice Lottery operates an Equal Opportunities Policy and expects staff to have a commitment to equal opportunity policies in relation to employment and service delivery.

CHANGES TO THIS JOB DESCRIPTION

You have the responsibility to discuss any job changes with your line manager at the time the change occurs and agree any permanent substantial change. You may be required to carry out other duties as reasonably required of you commensurate with your grade/level in the organisation.

Date of Job Description:

Review date:

Post-holder in receipt and agreement of job description:

Signature

Name (please print).....

Manager's Signature

Name (please print).....

PERSON SPECIFICATION – Digital & Offline Marketing Executive

SELECTION CRITERIA	ESSENTIAL	DESIRABLE
EDUCATION AND QUALIFICATIONS		
GSCE or equivalent in English & Mathematics	✓	
Educated to 'A' Level, NVQ Level 3 or equivalent	✓	
Bachelor's degree in Marketing or related field, OR demonstrable equivalent experience.	✓	
SKILLS AND EXPERIENCE		
Recent experience within a marketing team	✓	
Digitally savvy / core competencies in digital and online marketing	✓	
Digital Marketing experience with strong and demonstrable experience of running digital marketing campaigns, including on social media platforms such as Facebook	✓	
Demonstrated experience of being involved in the planning and delivery of offline Marketing campaigns (including direct mail and telephone campaigns)	✓	
Experience in search marketing, social media marketing, content creation and analysis to improve the user experience	✓	
Ability to understand the target audience, adapt quickly, manage stakeholders	✓	
Data-driven and highly analytical	✓	
Ability to work on own initiative and manage multiple projects simultaneously	✓	
Ability to write great and engaging content	✓	
Excellent oral and interpersonal communication skills and experience of working as part of an effective team	✓	
Experience of checking and correction of proofs, prioritising excellent attention to detail	✓	
Be able to demonstrate creativity and innovation	✓	
Proficiency with Google Analytics and social media analytics	✓	
High level of IT skills including Microsoft Office packages	✓	
Confident, outgoing with aptitude to develop and learn additional skills	✓	
Multimedia and photography experience (specifically for use on social media)		✓
Experience of using creative software		✓
Knowledge and understanding of the hospice movement		✓
ADDITIONAL REQUIREMENTS/INFORMATION		
Ability and willingness to work flexibly as role requires	✓	
The role may require some evening and weekend work	✓	
Access to own vehicle for work purposes	✓	
Ability and willingness to travel throughout Great Britain	✓	