



University Hospitals
Coventry & Warwickshire Charity

JOB DESCRIPTION

MARKETING AND COMMUNICATIONS OFFICER

REPORTS TO: HEAD OF UHCW CHARITY

FULL OR PART TIME	SALARY RANGE: £25,000 - £32,000
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JOB PURPOSE

To coordinate and proactively develop all Marketing and Communication activities for UHCW Charity through engagement with local media, UHCW Charity staff and Trustees, new and existing donors, NHS Trust wards and departments, patients and their families. Working with these groups and individuals to help UHCW Charity to grow its local profile and social media presence

PRINCIPAL OBJECTIVES

- Lead on implementation the UHCW Charity marketing and communications strategy
- Support UHCW staff and volunteers to make effective use of the brand
- Lead on copy-writing and production of marketing materials and key publications
- Set up and manage the monthly electronic newsletter, including sourcing content and images and using newsletter software to distribute it
- Develop, manage, update, write content for the UHCW Charity website
- Support the implementation of a social media strategy
- Maintain social media accounts
- Report back on web metrics (i.e. user traffic, online mentions, social media statistics) and analysis of this data for social media use going forward
- Help organise and promote events
- Provide creative, editorial and operational support for key projects and campaigns
- Build the profile of the charity through local and regional media
- Identify key media contacts and build and maintain contacts
- Work with colleagues across branches to identify media opportunities
- Oversee the management of a case study database
- Communicate impact, share approved case studies, updates and engage supporters in activities to strengthen their relationship with UHCW Charity
- Liaise with suppliers such as agencies, design, and print and production teams at all stages
- Co-ordinate management of the UHCW media database
- Produce marketing reports from database as and when required
- To represent UHCW Charity at presentations, events, meetings and networking opportunities
- Carry out any other duties commensurate with the general level of responsibility of the post

ESSENTIAL SKILLS

- Relevant experience in Marketing & Communications, preferably gained in the charity sector
- Experience of campaign development and management to support brand awareness and fundraising goals
- Proficient in using social media marketing & communications across key platforms (Facebook, Twitter, LinkedIn)
- Proven track-record of building strong working relationships with a wide range of people – internally and externally
- Eye for design and ability to produce in-house marketing materials as required
- Experience of devising communications strategies on modest budgets

- Experience of drafting news releases and liaising with media to secure coverage
- Excellent written and verbal communication skills
- Excellent organisational skills
- Experience of working to tight deadlines and in a fast-changing environment

PERSONAL ATTRIBUTES

- Ability to travel independently within the area of work
- Self-determination and drive, able to work on own initiative
- Flexible and able to work individually as well as part of a team
- Good relationship builder
- Commitment to equal opportunities and diversity
- An understanding of the NHS would be desirable
- There is a need for flexibility in the role, including working evenings and weekends occasionally
- An enhanced DBS check will be required before the appointment can be confirmed

DATABASE - HARLEQUIN

- Maintain accurate and up-to-date records of relevant media communications and contacts

ADMINISTRATION

- Produce reports, and other information for the Head of UHCW Charity
- Follow up enquiries, meetings and presentations and check on progress to ensure outcomes can be monitored
- Work closely and effectively with the fundraising team to gather and collate information that enhance UHCW Charity's case for support, reports and ensure that opportunities are not missed

RELATIONSHIPS

- Work to build good relationships with supporters and the Charity team and provide an excellent level of service
- Establish and maintain high quality relationships across the depth and breadth of the hospitals and Coventry and Warwickshire Partnership Trust

OTHER

- A willingness to travel and work flexibly in line with requirements
- Operate within Charity Law, GDPR, PECR and the Fundraising Regulator

GENERAL

- In this role, the post holder will be required to adhere to all UHCW Charity policies including Equality and Diversity, Safeguarding, and Health and Safety
- Work flexibly and undertake activities as the role requires and as instructed by the Head of UHCW Charity