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**Job Description**

**Job Title Digital Marketing Coordinator**

**Hours 37.5 hours**

**Terms One-year fixed term contract**

**Salary £18 - £22k per annum, depending on experience**

**Location Cransley Hospice Fundraising Office Kettering NN15 7PW**

**Reporting to Marketing Manager**

**Overall aim of the role:**

To support the Marketing Manager with the delivery of the organisation’s marketing programme, leading to increased income generation and raising awareness of the hospice in the local community.

The role will have particular emphasis on the delivery of digital marketing.

**Responsibilities of the post**

* To ensure the WordPress website is continually updated according to the demands of the organisation. This will include (but is not restricted to) the creation of new events, news stories, content pages and overall amendments.
* To use your knowledge of Google Analytics and website development to make suggestions for improvement to the website and to implement these with guidance from the Marketing Manager.
* To take ownership of the day-to-day scheduling across all social media platforms (currently Facebook, Twitter, Instagram and LinkedIn).
* To be responsible for monitoring incoming messages across all social media platforms and alerting appropriate team members as required.
* To use your knowledge of social media to make suggestions for improvements and to monitor appropriate new developments/channels that the charity should maximise, with guidance from the Marketing Manager.
* Work with the Marketing Manager to implement a paid media strategy for digital marketing, including social media promotions and PPC.
* To design, test and schedule Mailchimp emails which are sent to the charities database to support fundraising and organisational initiatives.
* To liaise with the Admin Team to delegate appropriate tasks to Volunteers as required.
* Any other reasonable tasks as requested by the Marketing Manager or a member of the Executive team.

**Education**

* The post holder will be educated to degree level in digital marketing or a similar discipline.

**Additional Responsibilities**

* Work with the Marketing Manager to support other initiatives and marketing projects as necessary.
* To deputise for the Marketing Manager as required, with support from the Director of Income Generation.
* To comply with all of the Hospice policies, including but not limited to GDPR compliance, confidentiality and Health & Safety.

**Additional Information**

* The post holder may on rare occasions be required to work evenings or weekends to meet the business needs of the role and will receive TOIL (time off in lieu) as agreed with the Marketing Manager.
* This job description sets out the key tasks and responsibilities of the post and is not intended to be comprehensive. It is essential that it is regarded with a degree of flexibility to meet the changing needs of the organisation and general business need.
* The role will initially be a fixed term contact for the period of one-year.
* Closing date: Wednesday 17th July 2019, 1st round interview: Thursday 25th July 2019, Final interview: Wednesday 31st July 2019