



Job Title: Digital Marketing Manager (1 year FTC Maternity cover)

Salary: £33,150 per year

Location: Thames Hospice, Windsor Road, Maidenhead, SL6 2DN

Hours: 37.5 per week

Reports to: Head of Marketing and Communications

About us

Proudly serving the community of East Berkshire and South Buckinghamshire for more than 36 years, Thames Hospice provides complex, specialist palliative and end-of-life care for people with a life-limiting condition, aged 16 years and over, as well as vital support for their families. We employ more than 350 dedicated and highly experienced staff who, with the support of over 950 volunteers, provided outstanding care to 2,378 people last year.

We are always looking for excellent people to join our charity. We are looking for professional skills, values driven behaviours, commitment and ambition to deliver our vision 'Quality of life, to the end of life, for everyone'.

This exciting role is vital in helping us to reach and communicate with our target audiences, raise vital funds and ensure people know how to get the help and support they need. The role demands excellent writing skills, the ability to draw insight from data and make recommendations, as well as creative flair.

Reporting to the Head of Marketing and Communications, you will be part of a fun and supportive team, working in a fast-paced environment where no two days are the same. Working with and supporting colleagues from across the organisation, you will help us deliver clear, creative and engaging digital communications that generates interest and action from our target audiences.

Culture

Our charity looks for colleagues that demonstrate excitement, passion for the cause, are innovative, brave, positive and a strong determination to bring in the income needed. You'll support us to build our culture which develops your skills and values, and builds your confidence to be the best version of yourself. We work hard to look after our people, our patients, our families and our reputation.

Our organisational values are



Compassion

Compassion for everyone in a safe and caring environment



Ambition

The desire and determination to serve everyone in our community



Respect

Respect for everyone's dignity



Excellence

Committed to excellence in everything we do

Our Care

- To work with ambition to understand our clinical services and how we deliver complex care to our community
- You'll be able to represent the Hospice and the work we do by understanding the services offered and how your role impacts all those we care for and support

Our Finances

- Using strong financial acumen you'll work within budgets set, find more for less solutions and lead a cost conscious culture, ensuring sustainability for the future

Our People

- To support the team (employees and volunteers) to be the best versions of themselves
- You'll be empowered to engage with our people within an inclusive, diverse, learning and collaborative culture, living our values
- To ensure all communication with people from a variety of backgrounds with diverse needs is accurate, timely and aligned to our values
- To continuously learn and develop to maintain professional competence and teach others where skilled to do so
- To role model the right behaviours and ways of working to understand ethnic, cultural, spiritual, religious and any other differences between people to ensure our people, patients and families feel included and supported

Being sustainable

- You'll be detailed conscious and a forward thinker who has excellent IT and planning skills to ensure the delivery of targets within budget
- To manage conflict, complexity and day to day demands whilst managing your own physical and mental wellbeing
- Working with others you'll make sure deliverables are appropriately resourced and project managed. This will include supporting events, campaigns and projects and on time and within budget
- You'll think about the environment and delivering sustainable solutions throughout your work

Purpose of Job

To manage a suite of digital marketing activities and communications to promote Thames Hospice amongst our key audiences and stakeholders.

Main Tasks

To create and manage a roadmap for all digital platforms to achieve our aim of growing our following, increasing supporter income and optimising demand for our services amongst our community.

To work collaboratively with teams across the organisation to create, deliver, analyse and optimise multichannel integrated digital campaigns, to raise awareness of our work, and deliver a positive impact of the sustainability of the Hospice amongst our key audiences and stakeholders.

To deliver excellent user experience and maximise impact across the Hospice's portfolio of digital platforms.

To work closely with colleagues across the charity to plan, schedule and manage the day-to-day running of the website, social media and e-marketing channels, including management of digital providers and agencies.

To manage the tracking and measurement of all digital activity to enable full reporting, analysis and testing. Benchmark, track and interpret web and digital performance measures and propose improvements, actions and tactics as a result; report on performance and progress.

To develop innovative and cost effective ways of acquiring new supporters via digital platforms.

To manage paid fundraising campaigns across a range of platforms from inception to analysis and learnings.

To create and manage all PPC activity, utilising and optimising the Google Ads Grant and reporting on performance and progress.

To advise and upskill colleagues on the use of paid social, display and search activity.

To build relationships and provide digital expertise to other parts of the charity. To communicate the importance of digital across the organisation and be able to advise those with less knowledge of this area. To use metrics in a way that is understandable for those outside marketing.

To write case studies and optimise content for all digital platforms.

To maximise email consents through website and other digital channels.

To support events with some out of hours work.

Thames Hospice is committed to being an equal opportunities organisation. It is committed to promoting equal opportunities and preventing discrimination. This policy applies to both its service delivery and to its own employment practices. You will be willing and able to demonstrate commitment to Thames Hospice Equal Opportunities Policy.

Person Specification

Please note that all criteria are essential unless otherwise stated.

Specialist Knowledge and Experience

- Demonstrable experience of working in a digital marketing role with business qualification background
- Digital Marketing qualification (desirable)
- Agency management experience (desirable)
- Experience of using website content management systems and social media platforms (Facebook, Instagram, X, LinkedIn, YouTube essential)
- Experience of Desktop Publishing package and Microsoft Office packages
- Demonstrable ability to deliver creative marketing ideas within practical parameters
- A creative and strategic thinker, able to offer solutions to a variety of digital marketing challenges; whilst also being open-minded to input from colleagues and willing to learn from all areas of the business

- Willingness and ability to demonstrate commitment to Thames Hospice Values

Specific technical skills

- Experience of SEO
- Experience of using CMS for website (MODX desirable), and website analytics tools (Google Analytics 4)
- Experience of Google Ads
- Experience of using Adobe Creative Suite for photo and video editing (desirable)
- Strong experience of working on Meta for Facebook and Instagram, X, LinkedIn, and Youtube, and social media insights
- Experience of using Mailchimp or Dotdigital

Organisation

Ability to organise time effectively, creating work schedules, prioritising workload and meeting deadlines with excellent attention to detail and proof reading skills

Using Initiative

Ability to be responsible for own actions and make decisions without referring to others, where appropriate.

Communication

Excellent communications skills; written and verbal presentation, adapting style to suit the audience, including strong copywriting skills for digital platforms.

Team Working

Ability to develop effective and supportive relationships with colleagues.

Resilience

Remains calm and self-controlled under pressure. Reacts well to change and stays positive despite setbacks. Keeps difficulties in perspective.

Building Relationships

Ability to quickly build a rapport and establish professional relationships with others, based on trust and understanding.

Special Conditions

Appointment is subject to a satisfactory Standard Disclosure and Barring Service check. Must be able to drive and have access to own car and be covered for business use. Able to work some evenings and weekends, if required.