



## Jersey Hospice Care JOB DESCRIPTION

<b>Job Title:</b>	Social Media and Digital Marketing Assistant
<b>Reports to:</b>	Head of Marketing and Communications
<b>Department:</b>	Income Generation
<b>Hours:</b>	37.5 hours per week (part-time hours would also be considered)
<b>Working Pattern:</b>	Monday – Friday (with flexibility for evening/weekend events)
<b>Contract Type:</b>	Permanent

### General

Jersey Hospice Care is an independent charity which provides palliative care services within the community and the hospital, as well as through the In-Patient Unit facilities. All services benefit from a well-resourced multi-professional team with skills and expertise in palliative and end of life care. These services are provided at no cost to the patient or their family.

### Job Summary

The Social Media and Digital Marketing Assistant will work as part of our dedicated Income Generation and Communications team, playing a crucial role in supporting Jersey Hospice Care's income generation objectives by planning, creating and delivering engaging digital content and social media activity. The post holder will be able to harness the power of social media and other digital platforms to help Jersey Hospice Care grab the attention of our target audiences, build brand awareness and engagement, and raise money. You will have a particular focus on The Hospice Shops helping to drive footfall, educate donors and customers, and recruit volunteers.

### Job Context

The post holder will be based at Jersey Hospice Care, Mont Cochon, with time spent at our three shops in St Helier, St Ouen and Grouville, and attending external meetings off site and events as required. Core working hours will be Monday – Friday 9:00 – 17:00, with flexibility to attend meetings and events outside of core working hours as required.

### Nature and Scope of Role

The accountabilities of the role will include but are not limited to; supporting the Head of Marketing and Communications and the Communications and Engagement Officer in the following areas:

1. **Social Media Management**

2. **Digital Content Management**
3. **Content Creation and Storytelling**
4. **Analytics and Reporting**

In addition, the post holder is required to operate in adherence to Jersey Hospice Care Culture Pathway, Vision, Mission, Values and Behaviours.

#### **1. Social Media Management**

- Plan, manage, and deliver Jersey Hospice Care's and The Hospice Shops' social media presence across platforms (e.g. Facebook, Instagram, LinkedIn, TikTok, and others as appropriate).
- Create, schedule, and publish engaging, on-brand content, organic and paid, to support retail, events, campaigns, and promote Hospice services.
- Monitor social media channels, responding to comments and messages in a timely, sensitive, and professional manner.
- Actively follow wider social media conversations within the charity, healthcare, and retail sectors.
- Keep up to date with current and developing digital and social media trends and practices.

#### **2. Digital Content Management**

- Work with the Communications and Engagement Officer to construct and distribute marketing emails using Jersey Hospice Care's preferred email client (currently Brevvo).
- Work with the Communications and Engagement Officer to upload, create and edit website content, including the Jersey Hospice Care intranet.
- Ensure content supports SEO strategy and improved engagement and conversion.

#### **3. Content Creation and Storytelling**

- Use your writing skills and creativity to develop engaging content for our digital communications channels.
- Work with the communications and fundraising team on ensuring key activities and messages are aligned to wider strategy.
- Produce high-quality written, visual, and video content, including posts, stories, reels, graphics, and short films.
- Ensure all content is aligned with hospice's brand, agreed tone of voice and style.

#### **4. Analytics and Reporting**

- Monitor and analyse digital and social media performance using relevant tools and insights.
- Produce regular reports on engagement, reach, conversions, and impact, making recommendations for improvement.
- Use data and audience insight to refine content, timing, and campaign approaches.

#### **GENERAL DUTIES**

In addition to the key job responsibilities detailed in this job description, all employees at Jersey Hospice Care are expected to comply with the general duties detailed below:

**Infection Prevention and Control** - Maintain a clean, safe environment, ensuring adherence to Jersey Hospice Care's standards of cleanliness, hygiene and infection prevention and control.

**Safeguarding** - Jersey Hospice Care is committed to safeguarding and promoting the welfare of adults, children, and young persons. All employees are therefore expected to behave in such a way that supports this commitment.

Foundation Level Safeguarding Training will be provided to all non-clinical employees and all clinical employees will be required to attend Safeguarding training in line with the Intercollegiate Document recommendations (RCN, 2018).

**Information Governance** - Jersey Hospice Care has undertaken to ensure that it meets its obligations to comply with the Data Protection (Jersey) Law 2018 and other guidance and standards of confidentiality and information security.

All employees have an individual responsibility for creating accurate records of their work and for making entries into and managing all records effectively in line with policies and procedures and to ensure Jersey Hospice Care meets its legal, regulatory and accountability requirements.

**Governance** - Actively participate in governance activities to ensure that the highest standards of care and business conduct are achieved.

**Health & Safety** - Ensure a safe working environment and be aware of responsibilities under the Health and Safety at Work (Jersey) Law 1989, taking appropriate action in the event of an accident to patients, employees, self, or any other person in the work area.

To co-operate fully in discharging the policies and procedures with regard to health and safety matters.

Whilst the aim of Jersey Hospice Care is to promote a co-operative and constructive view of health and safety concerns in the organisation, all employees must be aware that a wilful or irresponsible disregard for safety matters may give rise to disciplinary proceedings.

**Volunteers** – All employees have an individual responsibility to recruit, train and support volunteers as appropriate, to achieve Jersey Hospice Care objectives, making best use of volunteers and to minimise costs.

## OTHER INFORMATION

**Data Protection** - Applications made in respect of this position will remain confidential, those that are unsuccessful will be kept for a period of 12 months from date of receipt at which point they will be destroyed. The application of the successful candidate will be kept on their personnel file for three years post termination of employment. For further explanation see Appendix A 'fair processing statement'.

**Equal opportunities statement** - Jersey Hospice Care is committed to eliminating discrimination and encouraging diversity amongst our workforces. We demonstrate commitment to equality and fairness for all in our employment and do not discriminate on the grounds of gender, marital status, race, ethnic origin, colour, nationality, national origin, disability, sexual orientation, religion or age. We oppose all forms of unlawful and unfair discrimination.

**Jersey Hospice Care operates a strict no smoking policy.**

**NB:** Although this is a comprehensive job description, you may be required to undertake other duties assigned by Jersey Hospice Care in response to organisational or service demands.

PERSON SPECIFICATION		
Social Media and Digital Marketing Assistant		
	Essential Criteria for selection	Desirable Criteria for selection
<b>Qualifications and Training</b>	<ul style="list-style-type: none"> <li>• Education/training or equivalent demonstrable experience in communications, journalism, fundraising, marketing or media.</li> </ul>	<ul style="list-style-type: none"> <li>• Certificate, degree or relevant qualification.</li> </ul>
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• Experience of managing social media channels for an organisation or brand.</li> <li>• Experience using social media and website scheduling and analytics tools.</li> <li>• Knowledge of SEO, paid social advertising, and website content management systems.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working in the charity, healthcare, or not-for-profit sector.</li> <li>• Experience with digital fundraising platforms and email marketing tools.</li> <li>• Knowledge of data protection laws.</li> </ul>
<b>Technical abilities</b>	<ul style="list-style-type: none"> <li>• Basic iPhone photography and videography skills.</li> <li>• Excellent copywriting and proofreading skills.</li> <li>• Strong digital marketing skills.</li> <li>• Ability to learn software/applications quickly.</li> </ul>	
<b>Personal attributes</b>	<ul style="list-style-type: none"> <li>• Creative, proactive, and ideas driven.</li> <li>• Highly organised and able to work independently as well as part of a team.</li> <li>• Confident communicator who can build positive relationships with colleagues and supporters.</li> <li>• Eye for detail.</li> <li>• Able to identify with the charity's values, mission and vision.</li> </ul>	<ul style="list-style-type: none"> <li>• Innovative.</li> <li>• Collaborative.</li> <li>• Proactive.</li> </ul>

#### JERSEY HOSPICE CARE BACKGROUND

**Specialist Palliative Care Team** – The Specialist Palliative Care Team works collaboratively with all healthcare professionals island wide to ensure patients and their families receive expert advice and support in relation to palliative and end of life care in all community settings whether this is at home, in nursing and residential care homes or in hospital. The team will adopt a multidisciplinary approach to ensure that it provides complex symptom management and holistic care in order to provide patients with the optimum quality of life possible.

**Living Well Team** – works in partnership with other providers to support patients and families from the point of diagnosis. They are based in the community and hospital and support with physical challenges such as pain or fatigue, emotional or psychological support. Signpost and support with

social or financial worries, support with spirituality and help patients and families plan for the future in whatever way matters most to them.

**Out of hours telephone on call** – operates 17:00- 09:00 Monday to Friday then 17:00 Friday to 09:00 Monday morning. Is staffed by specialist nurses and staff grade doctors and provides on island telephone advice to health professionals.

**In Patient Unit** – The In-Patient Unit comprises of twelve single en-suite bedrooms and provides specialist 24-hour, individualised care with the aim of maintaining independence and dignity in a caring and supportive environment. Care is delivered by experienced, specialist Registered Nurses and Health Care Assistants, working with other members of the multi-disciplinary team, to ensure a holistic approach to the care of patients and their families.

**Bereavement & Emotional Support Service** – The Bereavement & Emotional Support Service offers free, confidential counselling and support to anyone in the community who has suffered a loss, regardless of the nature of the bereavement. Both life limiting illness and grief following a loss can have a huge emotional impact. Our service is made up of a small team of qualified and experienced counsellors and trained volunteer bereavement support workers.

**Education, Learning and Development Team** - The Education, Learning and Development Team coordinate a broad range of academic and competency-based education programmes to support our employees irrespective of which department they work in to ensure competence and confidence in their roles. We also deliver external education across Jersey’s health and social care community which focus on the principles and practice of palliative and end of life care. The overall aim is to achieve Island wide excellence in standards from a single point of education delivery.

**Retail** - There are three Jersey Hospice Care shops; in town, in St Ouen and at Holme Grown in Grouville, all operated by Jersey Hospice Care Retail Limited a wholly owned subsidiary trading company of Jersey Hospice Care. The shops are important sources of income, as well as providing a vital contact with the Island community.

**Income Generation team** - Are responsible for generating efficient, effective sustainable income for now and for the future. Notable key fundraising events are Million Pound Lottery, Dragon Boat Festival, 5000 Club and Christmas Tree collections.

**Volunteers** - Jersey Hospice Care depends on the generous support of a large body of volunteers who assist in a wide range of roles across all areas of the charity. These include helping in the shops, Day Hospice, In Patient Unit, Community Bereavement Service, fundraising and garden.

**Support Services** - The Support Services’ employees are responsible for: People activities and support; administration tasks and projects; accounts management; reception; housekeeping; and our catering services. They provide support to Council, the Executive Team, and Senior Management, and are the first point of call for those ringing or calling at Jersey Hospice Care. They are vital to the smooth running of the charity.