

Role Profile

*because
you matter*

**St Nicholas
Hospice Care**

A Registered Charity No. 287773

St Nicholas Hospice Care is recognised as a great place to work, to learn and to grow. Where everyone matters, where everyone is encouraged, energised and enabled to play their part in delivering our vision.

Job role	Marketing and Design Officer
Reports to	Head of Marketing and Communications
Location	Flexible working between home-based and the Hospice's main site at Hardwick Lane, Bury St Edmunds, Suffolk, IP33 2QY.
Job Purpose	Provide an in-house design service at the Hospice, and contribute to the marketing function's objectives and processes.

What the job involves

Provide

- Support the production of designed promotional materials, obtain quotes and ensure processes such as organising artwork storage and ensuring purchase orders are completed and recorded.
- Internal design consultancy service and advise colleagues on their product needs.
- Manage and ensure the correct use of the Hospice's brand, acting as a brand guardian.
- Support digital content production, including producing content for social media, emails, and our website.
- Administration support of the department's processes.
- Management of own workflow to achieve delegated tasks and objectives.
- Represent the marketing department at cross-organisational meetings when required.

Equip:

- Work to enable other departments and stakeholders such as Hospice supporters to fulfil their marketing and communication needs.

Strive to:

- Develop an understanding of design and accessibility to benefit all audiences.
- Learn about the Hospice's vision, mission and lead by its values.
- Build positive working relationships with other departments and stakeholders.
- Keep up to date with marketing and communication trends to benefit the team's knowledge and work.

- Internally promote your role and the Marketing and Communication team's work on the Hospice's internal social network.

Other special features of the role

- The post-holder may be required to work outside normal working hours on occasion.
- The post-holder is required to be present occasionally alone in charge or in assistance at out-of-hours functions.
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What we want from you

Essential criteria

- Creativity - particularly in producing visual media types.
- Experience with industry standard design software.
- Passion for digital media and marketing.
- An ability to confidently use digital tools and software to produce a range of media types.
- Excellent written skills and attention to detail.
- Strong communication and interpersonal skills which enable you to work effectively with others.
- Openness and enthusiasm for learning.
- Initiative to prioritise and manage your work, particularly during times of high workload and when based in a home working environment.

Desirable criteria

- Qualification or experience working in the production of designed/branded media assets.
- Experience in working in a marketing and communications team.
- Competent user of Adobe software and other design tools such as Canva.
- Knowledge of accessibility principles when designing materials for diverse audiences.

January 2022