

# 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.

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

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### 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.

**February 2022**