

## Position Description

**Role:** Marketing and Digital Specialist

**Department:** Fundraising, Marketing and Communications

**Date:** April 2024

*This position description is designed to give an indication of the type of work and performance expected of the position holder. It does not provide an exhaustive list of duties or performance standards, and the position holder agrees to undertake any other tasks that are consistent with the position and with the provisions of quality service to Mary Potter Hospice patients and their families and whānau. In order to meet the changing needs of Mary Potter Hospice, this position description may require change from time to time.*

### Overview of the role

The Marketing and Digital Specialist will work collaboratively and cooperatively as a member of the Fundraising, Marketing and Communications team to achieve Mary Potter Hospice's strategic goals and to grow support for and the profile of the Hospice.

The role has particular responsibility for delivering effective digital communications and multi-channel marketing and fundraising activity, and achieve positive results in line with budgets and the organisation's values and strategy.

The Marketing and Digital Specialist will work closely with the Director Fundraising Marketing and Communications in the development of digital communications and fundraising, marketing and other channels policies and strategies, and translate these into operational initiatives.

### Scope

**Reports to:** Director Fundraising Marketing and Communications

**Primary Location:** Newtown

### Key Competencies

- Experience and success with developing multi-channel marketing campaigns, managing digital communication platforms and websites
- A track record of building strong supporter relationships, taking supporter input into account
- Comfortable working collaboratively as part of a team as well as working autonomously as required
- Acts with utmost integrity at all time, matching actions to words
- Skilled in a variety of communication styles and adjusts style to match the audience
- Strong project management skills
- Proven history of effective formal and informal relationship building

- Excellent written and oral communications, including sourcing and writing copy content
- As we are committed to being an authentic partner under Te Tiriti o Waitangi and our people demonstrate this and promote equitable care for all, it's important that you support cultural inclusivity and diversity

## Key Tasks

### ***Digital responsibilities***

- Work with the Director Fundraising, Marketing & Communications (DFMC) to develop the Hospice's digital fundraising strategy, and amend when necessary
- Project manage and be the organisation's point of contact for all updates on the website. Ensure a fit-for-purpose, user-centred and functioning website that is aligned with the Hospice's brand, fundraising, and wider organisational objectives, is maintained
- Overall social media marketing management, including designing and creating posts, photography/videography
- Event and activity support through digital communications and marketing channels
- Regularly report back on website, email and social media analytics
- Ensure process and organisation policies are followed and legal compliance is achieved
- Create online forms and donation functionality that are easy to use and that increase donations received through this channel
- Develop keyword search and strategy, and search engine optimisation (SEO) and implementing Search Engine Marketing (SEM).

### ***Brand responsibilities***

- Ensure brand policies are maintained in all collateral
- Manage external contracts with copy writers, graphic designers and image/video contractors
- Manage digital assets such as digital imagery (photo library & permissions)
- Take responsibility for brand assets such as artwork, brand collateral and brochures
- Manage imagery creation and procurement such as photo and video shoots as required.

### ***Fundraising and marketing responsibilities***

- With other FMC team members, give marketing advice and support for new donor activities, campaigns and events as well as the established activities (such as the annual Strawberry festival, Annual Appeal and Christmas events) through strategic use of digital communications channels and the development of supporting marketing collateral
- Source and develop collateral and content for fundraising activities, to support campaigns such as electronic and direct marketing appeals; online and social media content; regular giving and other channel fundraising if required
- Work across the Hospice teams - recruitment, education opportunities, and retail – to implement programmes and campaigns.

### ***Develop Donor-centric Communications***

- Develop multi-channel donor communications including newsletters and other direct campaigns, email newsletters, news stories and social media posts
- Advertising copy such as radio, press, online and other key media to support key events and activities of the organisation

### ***Community Engagement***

- Represent and present Mary Potter Hospice in an appropriate manner in your interactions with other organisations and key stakeholders
- Build relationships with individuals and organisations that will increase awareness of Mary Potter Hospice's activities.

### ***Professional development***

- Participate in team planning and workshops in the development of team plans
- Ensure ongoing professional development through:
  - Networking with colleagues in the profession
  - Attending appropriate workshops, seminars and other functions
  - Keeping up to date with current industry practices and trends.

**Health and Safety** *(All roles have a H&S component, some more detailed than others. The tasks here include the minimum expected of all roles.)*

- Practise within Mary Potter Hospice health and safety policies and procedures outlined in the Health and Safety Policy Manual
- Report all identified hazards, incidents (including near-misses) and accidents and carry out investigations with staff as required
- Identify, minimise and report risks
- Participate in mandatory health and safety training as required.

## Relationships

Relationships are important to Mary Potter Hospice and you will develop and maintain excellent and ethical relationships with suppliers, donors, staff and volunteers.

### **Internal**

- Director Fundraising, Marketing and Communications
- Fundraising, Marketing and Communications team
- Executive team (including Chief Executive when required)
- Director Retail
- Recruitment team
- Volunteer Services team
- Health Equity team
- Mary Potter Hospice Staff and Volunteers

## External

- Donors and supporters including individuals, corporate and businesses
- Suppliers such as media suppliers, graphic designers, photographers/videographers, digital marketing and web agencies, sign writers, printers and others as required.

## Outputs/Expected results/Key performance indicators

- A comprehensive digital communications and marketing programme is developed and maintained
- Digital communications and marketing collateral are of a consistently high standard
- Continue to grow digital fundraising income and implement the Hospice's digital fundraising strategy
- Director Fundraising, Marketing and Communications has sufficient information regarding digital communications and marketing activities and results to support strategic decisions
- Donors and supporters are satisfied with their relationship with Mary Potter Hospice
- Other teams across the hospice – Retail, Clinical, Volunteer Services, Health Equity, Recruitment – feel supported and confident in the support they receive
- The FMC team is cohesive and work collaboratively.

## Outcomes

- Mary Potter Hospice is a safe and healthy place to work
- An increase in the online engagement and interaction for all Mary Potter Hospice digital channels, using ongoing metrics and refinement from results
- A retention & development of the excellent brand and reputation of Mary Potter Hospice
- An increase in revenue generated through online donations and purchases.

## Person Specification

- Full current driver's licence
- At least three years proven experience and success with multi-channel marketing campaigns, managing digital communication platforms and websites, and preferably fundraising experience
- Excellent IT skills including use of MS Office suite, Canva, databases (preferably Salesforce and Account Engagement) and WordPress
- Knowledge of existing and emerging social media platforms
- Proven experience writing web copy tailored to SEO and SEM
- Excellent written communication skills with the ability to tailor written content to different communication mediums and channels
- Experienced in utilising and reporting on analytics to inform decision making and tactics

- A high level of interpersonal and communication skills including superior oral and written skills
- Ability to work effectively and cooperatively with contractors
- Excellent organisational skills including managing multiple priorities
- A high level of integrity and understanding of what this means in a Hospice environment, including a commitment to the values of Mary Potter Hospice
- An understanding of the philosophy of Mary Potter Hospice and empathy for the care of terminally ill people and their families
- Commitment to absolute confidentiality in all patient and family matters, Hospice matters and donors
- Comfortable talking about death and dying
- A commitment to, and an understanding of, the Treaty of Waitangi and multi-culturalism.

**EDUCATIONAL REQUIREMENTS**

- A relevant tertiary qualification in marketing or communications is desirable
- Postgraduate qualification in digital marketing is preferable

Signed: ..... Date: .....

(Position Holder)

Signed: ..... Date: .....

(Director)

## **Position Description Appendix**

The values of the Venerable Mary Potter and the vision of Dame Cecily Saunders are deeply held by Mary Potter Hospice staff and volunteers and underpin all the work we do.



### **Our values**

- Mana/Respect
- Aroha/Compassion
- Rangatiratanga/Dignity
- Manaakitanga/Hospitality
- Kaitiakitanga/Stewardship

### **Our vision**

That people in our communities who need palliative care have access to compassionate and quality care, when and where they need it.

### **Our approach**

Taking a whole person approach, we will provide and promote high quality specialist palliative care, grief support, education and care planning services. Working alongside our health partners, we aim to make a difference in the communities we serve.

### **Mary Potter Hospice and Volunteers**

We value our volunteers highly and consider them to be an integral part of our workforce. Many of our roles supervise volunteers and all roles interact with volunteers to a greater or lesser degree.