



**Treetops**  
Hospice

End of life care in Derbyshire  
and Nottinghamshire

# Marketing Officer

## Job description and person specification

This role is all about supporting our marketing leads by helping to promote our care and income generation activities. You'll help deliver various elements of our marketing plans and support with campaigns and administration.

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## Contents

Contents .....	1
Job Description .....	2
Person Specification .....	4

A job that's part of something very special.



Marketing Officer

Katharine Lightbown

15<sup>th</sup> April 2024

1

## Job Description

Appointment:	Marketing Officer
Responsible to:	Digital Content and PR Lead
Hours of Work:	33hrs – flexible around core hours.
Location:	Risley, Derbyshire, with home working available
Key Relationships:	Marketing leads, departmental staff, volunteers, supporters, income generation and marketing directorate.

### Main Purpose of the Job

This role is all about supporting our marketing leads by helping to promote our care and income generation activities. You'll help deliver various elements of our marketing plans and support with campaigns and administration.

### Responsibilities

- **Digital:**
  - Support the delivery of marketing campaigns, for example, social media content, updating website pages and internal communications
  - Create and support email marketing and supporter journeys
  - Creating reports to support future marketing campaigns
  - Support with the management of our internal image libraries
  - Undertake SEO and website research to improve Treetops pages
  - Support with Treetops social media requirements
  - Assist with occasional paid digital advertising campaigns
  - Ensure online messages are passed to the relevant person for action
  - Support database administration
  - Support the marketing team with ad-hoc digital requests
- **Offline:**
  - Support the brand and offline marketing lead with print and offline requirements
- **Reporting and Tracking:**
  - Create monthly reports of activity against your KPIs

### Communication and Relationships

- Participate in and contribute as appropriate to team meetings
- Co-operate and liaise with departmental and inter-departmental colleagues

Marketing Officer

- Support the activities of other members of the team

### **Training and Development**

- Take a proactive role in your own continual professional development

### **Responsibility for Information**

- Respect confidentiality regarding all issues related to Treetops
- Comply with GDPR and other legal and statutory requirements

### **Working Conditions**

- Required to provide some out-of-hours coverage for social media and website on a rota basis with the team
- May be required to work on evenings and at weekends for which time off in lieu will be granted
- Required to work longer working days on occasions
- Comply with health and safety policies, procedures and arrangements for safe working practices

### **Physical/Mental Effort**

- Able to deal with vulnerable, distressed, anxious or difficult people in accordance with Treetops policies. Training will be provided.

### **Other**

This job description outlines the main functions and responsibilities of the post. The post holder may be required to undertake additional duties as required, commensurate with the level of the job.

### **Review procedures**

There will be an annual review of the post and job contents.

### **Key Performance Indicators**

Annual Key Performance Indicators will be defined by your manager and the Head of Marketing.

Marketing Officer

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## Person Specification

	Essential	Desirable
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• Some experience in a similar role or a marketing qualification</li> <li>• Strong attention for detail, design and layout</li> <li>• Understanding of marketing campaigns</li> <li>• Experience using social media</li> <li>• Basic understanding of creating reports</li> <li>• Ability to source or create engaging content</li> <li>• Ability to write effective copy</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness of the work of Treetops</li> <li>• Knowledge of the wider charity environment and hospice environment</li> <li>• Able to take high-quality photographs and to film and edit video content</li> <li>• Graphic design skills, using products such as Adobe or Canva</li> <li>• Knowledge and experience of building relationships with online communities</li> <li>• Experience of digital marketing such as WordPress websites, SEO and digital advertising</li> </ul>
<b>Communication and Relationships</b>	<ul style="list-style-type: none"> <li>• Able to communicate with high standards of accuracy, fluency, grammar and expression (written and verbal)</li> <li>• Able to deliver information and key messages clearly and concisely</li> <li>• Proactive, demonstrating a high level of initiative</li> <li>• Able to work as part of a team</li> <li>• Able to understand expectations</li> <li>• Able to build strong relationships internally and externally</li> </ul>	

Marketing Officer

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15<sup>th</sup> April 2024

<b>Decision Making and Problem Solving</b>	<ul style="list-style-type: none"> <li>• Able to analyse data and evaluate activity</li> <li>• Able to spot errors quickly and raise them</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to work under own initiative</li> <li>• Contribute to creative ideas and campaign creation</li> </ul>
<b>Responsibility for Information</b>		<ul style="list-style-type: none"> <li>• Working knowledge of marketing codes of practice and other applicable legislation</li> </ul>
<b>Working Conditions</b>	<ul style="list-style-type: none"> <li>• Prepared to work, on occasions, on weekends and evenings on occasion</li> <li>• Prepared to be on rota for monitoring social media and the website</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to commute to Treetops in Risley as part of hybrid work arrangements</li> </ul>
<b>Physical/ Mental Effort</b>	<ul style="list-style-type: none"> <li>• Able to work under pressure, organise priorities, and manage deadlines in a busy work environment</li> <li>• Enthusiastic and confident with a positive can-do attitude and professional approach</li> </ul>	<ul style="list-style-type: none"> <li>• Insured for, and able to use own car for business use (when required to use own car for work)</li> </ul>

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