

# The Myton Hospices Job Description



**Job Title:** Digital Marketing Officer – Income Generation

**Department:** Marketing and Communications

**Responsible to:** Digital Marketing Manager

**Primary Work Base:** Warwick, with work across all three Myton sites: Warwick, Coventry and Rugby and 24 shops, some home working as agreed with manager. At any given time you should be no longer than one hour away from your primary work base.

*(NB as we are a multi- site organisation some flexibility relating to place of work will be required. We reserve the right to change the work base of our employees to meet our business needs.)*

## **Please outline a brief summary of the role below:**

This exciting role is based within the marketing & communication team and will be working alongside the Fundraising, Lottery and Retail Teams to support the implementation of digital fundraising and income generation campaigns across the website, social media and email communications. You are also required to assist the marketing team with any day to day needs as requested.

## **Myton Core Values**

Our Core Values underpin everything we do and all employees are expected to comply with our Values and reflect these in their day to day work.



## **Main Duties & Responsibilities**

1. Work with the Fundraising team to create, test and develop digital fundraising appeals
2. Work with the Fundraising team to develop and maintain the Income Generation sections of the website
3. Use analytics to monitor and improve the effectiveness and reach of the charity's online presence
4. Support with creation and implementation of surveys to aid with the analysis of events and campaigns
5. Develop and maintain a library of media resources for use in campaigns
6. Work with the Fundraising Leadership Team to guide the department on digital fundraising and support the Income Generation team on innovation and best digital fundraising practice
7. Work with the Digital Marketing Manager to produce and share regular analytical reports and results measuring campaign performance and impact
8. Have an understanding of Charity and GDPR legislations - including but not limited to, Institute of Fundraising, Charity Digital Code, Fundraising Regulator, PECR, Charity Commission and Gambling Commission Guidelines
9. Benchmark digital marketing campaigns and activities, make suggestions for improvements and new campaigns
10. Support the Digital Marketing Manager to achieve set targets for supporter recruitment, conversions and income from digital activities and monitor and evaluate income and engagement
11. Be responsible for Google Adword Grant monthly submissions to agency
12. Create and implement automated supporter journeys for events, lottery and regular giving
13. Create JustGiving Events and Campaigns for all community, challenge and ad hoc events
14. Assist with monitoring and content for all of The Myton Hospices social media channels (Facebook, Twitter, Instagram, LinkedIn) ensuring that content is on brand and grow our TikTok
15. Responsible for account management of our Retail Instagram accounts including a new Facebook group for Retail
16. To assist with digital media creation for The Myton Hospices online channels such as photo and video
17. To assist our Graphic Designer with graphic design needs and in house printing
18. To support the whole Marketing and Communications team on a range of tasks as requested by the Head of Marketing and Communications
19. Attend key fundraising events and activities and support with the marketing & promotion on the day
20. Be prepared to travel between Myton's three sites in Coventry, Rugby and Warwick and our 24 shops to spend time regularly working at each of them to build good relationships with internal clients/ stakeholders

## **Other Duties:**

1. Build effective links with the following internal stakeholders:
  - a. Marketing and Communications Team

- b. Income Generation Team including fundraising and lottery
  - c. Retail Team
- 2. To attend Fundraising events as and when required
- 3. Any other duties commensurate with the post

## **GENERAL RESPONSIBILITIES & OBLIGATIONS OF ALL EMPLOYEES**

### **Policies and Procedures**

The post holder is required to have a good understanding of and to comply with all relevant Myton policies, procedures and guidelines. Any contravention of Myton policies or procedures may result in disciplinary action.

### **Volunteers**

Myton recognises the valuable contribution that volunteers make and we expect all employees to be able to support and work effectively with our volunteers.

### **Confidentiality and Data protection**

It is a requirement of employment with Myton that all staff must comply with the obligation of confidentiality relating to personal information that could identify individuals. The Data Protection Act 1974/1998 safeguards the handling of information held in both electronic and manual filing systems and it is the duty of all staff employed by Myton to uphold the principles of the Act, adhere to Myton policies and to maintain strict confidentiality at all times.

### **Infection Control**

All employees of Myton must be aware of infection prevention and control policies and are expected to follow them at all times. Any breach of infection control policies which places patients, visitors or colleagues at risk may result in disciplinary action.

### **Equality & Diversity**

The post-holder must at all times carry out his/her responsibilities in line with Myton's Equality & Diversity Policy.

### **Health & Safety**

Employees must be aware of the responsibilities placed upon them under the Health and Safety at Work Act 1974, to ensure the agreed safety procedures are carried out to maintain a safe working environment for patients, visitors & colleagues. The post holder is required to conform with Myton's policies on Health & Safety and Fire Prevention, & to attend related training as required.

### **Safeguarding Vulnerable Adults and Children**

It's the duty of all staff working for Myton to safeguard children and vulnerable adults and undertake safeguarding training at an appropriate level.

### **Code of Conduct**

Employees are required to represent Myton in a positive light and embody the corporate identity in appearance, demeanour, values and ethics.

### **Review of Job Description**

*This job description is an outline of the key duties and responsibilities of the role*

*and is not intended as an exhaustive list. The job description may change over time to reflect the changing needs of the service. The post holder may be required to undertake other duties that could reasonably be considered commensurate with the post. This job description is subject to periodic review and may be changed/updated following consultation with the postholder(s).*

**Employee/Managers Signature**

I agree that this Job Description is a true reflection of the main duties and responsibilities of my role:

**Employee Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Managers Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*Last reviewed*

*September 2023*