

Job Description and Person Specification



Job Title: Digital Communications and Marketing Assistant

Department: Communications and Marketing

Responsible for: N/A

Reports to: Communications and Marketing Manager

Hours: 37.5 hours (across five days)

Job Purpose

To support the delivery of digital communications and marketing activity that helps raise awareness, strengthen community engagement, and support income generation for St Oswald's Hospice. Help to maintain the hospice's online platforms including creating, editing and sharing high-quality written and visual content – ensuring that all communications are accurate, engaging and reflect our Vision and Values.

Key Responsibilities and Expected Outcomes

Work with the Digital Communications and Marketing Officer, Communications and Marketing Manager, Head of Communications and Marketing, and wider colleagues to help deliver a coordinated, cost-effective, data-driven digital marketing plan that drives and maximises traffic, engagement, and income.

1. Digital Communications Support

- Help keep the hospice's website, email and social media channels up to date with accurate, clear, accessible and engaging content.
- Write and edit copy for digital channels – ensuring messages are consistent in tone, accessible to different audiences, and in line with our brand and Values.
- Proofread/edit content produced by others to make sure it reads well online, is factually correct and meets our style guidelines and social media best practices.
- Create and schedule social media posts, emails/e-newsletters, text and web updates to support campaigns and events.
- Help produce simple graphics, photos, videos and reels that support our storytelling and uphold the hospice's reputation.
- Monitor and respond promptly, politely and empathetically to online comments, messages and enquiries received via the website, social media, email or text, providing a positive and supportive experience for our audiences.

2. Content and Campaign Support

- Support colleagues to research, plan and deliver digital campaigns that inspire engagement, donations and participation.
- Contribute ideas for new and creative ways to enhance online content reach and impact.
- Help gather and prepare stories, images and testimonials to bring campaigns, events and services to life.

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- Assist with monitoring and recording digital performance, helping to evaluate and share results.
- Assist with keeping digital assets, content libraries and media folders organised and up to date.

3. Media, PR and Events Support

- Attend hospice and community events to gather digital content such as photos, quotes and short videos.
- Support content creation before, during and after events to share stories digitally.
- Help with basic media monitoring and help safeguard the hospice's reputation.

4. Internal Communications Support

- Update and maintain digital platforms (e.g. intranet and TV screens) to ensure internal communications are timely and relevant.
- Collaborate with communications team to produce and distribute regular Staff and Volunteer e-newsletters, ensuring effective, engaging internal communication that keep staff and volunteers informed and connected.
- Build positive relationships across teams with staff and volunteers to gather and share stories that reflect hospice life.

5. Working Relationships and Conduct

- Represent the Communications and Marketing team with warmth, professionalism, and genuine respect for everyone connected with St Oswald's Hospice.
- Build positive, collaborative relationships with staff, volunteers, partners and external digital agencies to support effective teamwork, helping the hospice run smoothly and thrive, and deliver meaningful results.
- Act as a positive ambassador, upholding St Oswald's Hospice Values and policies (People Charter, Respect at Work Policy and Procedure), contributing to a supportive, inclusive culture.
- Use your networks to share, celebrate and promote the hospice's work.

6. Finance and Resources Management

- Support the Head of Communications and Marketing and other team members to work within digital budgets and track campaign performance against targets.

7. Learning and Development

- Take an active role in personal and professional development, including training to build writing and digital skills, that help you to make an impact in your role.
- Keep up to date with new digital tools, trends and best practice – sharing ideas with the team and helping the hospice grow and evolve.

8. Risk Management including Health & Safety

- Follow hospice policies and procedures, including Data Protection, Health and Safety and Safeguarding, helping to maintain a safe and supportive environment.

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- Attend all mandatory health and safety training to stay informed, and actively promote safe working practices, reporting hazards and / or unsafe conditions to protect colleagues, volunteers, patients, and visitors.

9. Other Duties

- Support digital communications during emergency situations, under the direction of senior colleagues – ensuring online platforms are used appropriately and in a timely manner.
- Carry out other reasonable duties as requested by the Communications and Marketing Manager or Head of Communications and Marketing.

Dimensions of the Post

- The job description reflects the immediate requirements and objectives of the post. It is not an exhaustive list of the duties but gives a general indication of the level of work undertaken, which may vary in detail in the light of changing demands and priorities. Substantive changes will be carried out in consultation with the post holder.
- The post holder will not have direct responsibility for budgets but will assist in the day-to-day control and management of relevant budget lines.
- The post holder will not manage any staff, though will support the management and workload allocation of relevant volunteers.

Risk Assessment

The generic organisational risk assessments will be used for this role: VDU, Task and Environmental. Specific risk assessments will be used if needed and as appropriate to the post holder, for example, maternity and disability. Additional risk assessments will be carried out in advance of Media, PR and events.

Disclosure / Level

An Enhanced Disclosure and Barring Service check (DBS) is required.

PERSON SPECIFICATION

Digital Communications and Marketing Assistant

'Where assessed' key: A-Application form, I-Interview, P-presentation	Essential	Desirable	Where assessed
QUALIFICATIONS TRAINING AND EDUCATION			
Educated to A-Level, HNC, BTEC or equivalent level	X		A
Educated to degree level.		X	A
Degree or professional qualification in a related field such as digital marketing.		X	A
EXPERIENCE			

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At least one year's experience (paid or voluntary) in a relevant role such as online marketing, social media, communications and marketing.	X		A/I/P
Experience of income generation and working to targets.		X	A/I/P
Experience in digital marketing comms planning and an understanding of user journeys and experience, how to increase reach, acquisition, conversion and retention.		X	A/I
Experience and understanding of impactful content marketing, designing for digital, SEO, PPC, social media and email/text marketing.		X	A/I/P
Experience of using software such as Microsoft Office, Mailchimp, Intranet Systems (e.g. SharePoint), CMS systems (e.g. WordPress)	X		A/I
Experience of using CRM systems.		X	A/I
Experience of using video editing software such as Adobe Premiere Pro (or equivalent software).	X		A/I
SKILLS, APTITUDES AND ABILITIES			
Good written and verbal communication skills, including copywriting for multi-digital channels. An adaptable writing style.	X		A/P/I
Good understanding of current online marketing best practice.		X	A/I
Good depth of knowledge and confidence in using digital platforms, especially social media (Facebook, Instagram, LinkedIn, X and TikTok), and their related management/analysis tools (Meta Business Suite, Google Analytics)	X		A/I
A good design eye.		X	A
Excellent attention to detail.	X		A/I
Ability to work flexibly, be able to multi-task and prioritise a busy varied and workload effectively.	X		A/I
Able to analyse digital information and report back effectively.	X		A/I
Able to problem solve efficiently and effectively.	X		A/I
Able to maintain good working relationships.	X		A
Able to be mindful of our budget management process.		X	A/I/P
Able to present the work of St Oswald's Hospice to a wide audience.	X		I
The creativity to originate new ideas and the confidence to implement them.		X	P
Able to understand and explain sometimes complex issues in clear and concise language.	X		A/P

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Passion and interest in producing good quality photos and videos, and other multi-media content for a range of digital platforms and purposes.	X		A/I/P
Able to use Adobe design packages with ease.		X	A/I
Understanding of the principles of digital Data Protection laws, including GDPR.		X	A
Understanding of wider marketing techniques to ensure consistency across integrated campaigns.		X	A/I
PERSONAL ATTRIBUTES			
Empathy with St Oswald's Hospice values and environment.	X		A/I
Able to handle new experiences and situations with confidence.	X		I
Able to develop good working relationships and communicate effectively with all levels.	X		A/I
Self-motivated and able to work on own initiative. High level of self-drive.	X		A/I
Resilient and takes ownership and accountability for own workload.	X		I
Ability to handle a varied workload, competing deadlines and prioritise effectively.	X		I
Able to work as a member of a team.	X		A
Organised and professional.	X		A/I
KNOWLEDGE			
Understanding of third sector opportunities and challenges.		X	A/I
OTHER			
Able to undertake some out of hours working and social media community management on an ad-hoc basis.	X		I
Able to drive and have day-to-day access to a car.		X	I
WORKING ARRANGEMENTS			
Suitable for flexible working			
SIGNED			
DATE			

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