



## MARKETING AND COMMUNICATIONS OFFICER

<b>SALARY</b>	£25,000 - £30,000 (Dependent on experience)
<b>LOCATION</b>	Barnet (north London)
<b>HOURS</b>	37.5 hours per week (full time) – Flexible, hybrid and compressed hours will be considered
<b>CONTRACT</b>	Permanent
<b>REPORTING TO</b>	Marketing and Communications Manager Director of Fundraising and Communications
<b>CLOSING DATE</b>	3 <sup>rd</sup> July 2022

### ABOUT THE ROLE

Noah's Ark Children's Hospice has been on a major upward trajectory in recent years, with more children being supported, more major hospitals being partnered with and more supporters donating. Marketing and Communications at Noah's Ark is transforming and elevating its outputs in order to enable the charity to reach its ambitious strategic objectives. So this can be achieved, the Marketing and Communications team need to become master storytellers.

The Marketing and Communications Officer will take a leading role in the creation of content for various departments, audiences and channels. This will include ideation and copywriting, as well as working with external designers to develop collateral. Working with stakeholders across the charity, the person in this role will produce excellent content for the Noah's Ark website – including family case-studies and supporter stories.

As well as Content Creation, the Marketing and Communications Officer will be the opportunity to work across the marketing mix – including Digital Marketing, Content Strategy and Campaign Management. This is a cross-department role, working across Fundraising, Care, Volunteering, HR



and Internal Communications, so it is essential that the appointed candidate is willing to embrace a diverse workload.

The appointed candidate will work closely with the Marketing and Communications Manager to support the delivery of the Marketing and Communications Strategy, and will be encouraged to contribute their own ideas and subsequently own projects. There is great potential for significant autonomy in this role and for the role to be shaped by the post-holder themselves.

### **KEY TASKS & RESPONSIBILITIES OF THE ROLE**

- Supporting the Marketing and Communications Manager in the delivery of marketing activity for departments across the charity
- Working with the care team to capture stories and photography of our beneficiaries
- Writing and producing content for the Noah's Ark social media channels
- Working with internal stakeholders to develop cross-channel content – including video & print
- Working with external designers and agencies to develop new marketing materials
- Create and support the creation of excellent content for the Noah's Ark website
- Working with the Marketing and Communications Manager to continue the roll-out of the Noah's Ark brand and implement the brand guidelines within the charity
- Maintain and develop excellent working relationships with key internal stakeholders
- Using existing templates, create visuals for our social channels in Adobe InDesign
- Work with the Marketing and Communications Manager to develop and deliver communications strategies for key audiences
- Responding to ad-hoc requests for marketing support in a timely manner
- Managing the sourcing and ordering of branded merchandise
- Maintaining and organising the Marketing and Communications files

### **ABOUT YOU**

An exceptional communicator and creative thinker, you'll show a willingness to understand our vision and mission and will work proactively to come with ideas as to how we can help the charity fulfil its goals. You will be curious in your work, taking an active approach in learning from those around you, including those outside of the Marketing and Communications team. You will demonstrate a willingness to learn about the hospice movement and become a real brand advocate for the charity.

You'll have experience working with a varied group of stakeholders, delivering projects to service a variety of audiences and business objectives. You will have experience of being the main point of contact for projects and will be approachable and timely in your communications.

You will be comfortable with technology and willing to upskill in areas where you don't have experience, particularly around digital marketing. You will have experience in project management and a proven track record of taking content from ideation to delivery.

You will be an excellent copywriter with proven experience of writing content for a variety of audiences. You will have a high level of attention to detail and will feel confident proofing collateral.

**PERSON SPECIFICATION**

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>KNOWLEDGE &amp; EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Minimum one year's experience in a similar role</li> <li>• Managed content creation from ideation to delivery</li> <li>• Proven track record of creating engaging content for a range of audiences</li> <li>• Experience of using social media platforms to engage with key audiences</li> <li>• Experience in distilling complex information for a range of audience, utilising storytelling techniques to engage</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in a marketing role within a charity or not-for-profit</li> <li>• Worked with and managed agencies and/or freelancers</li> <li>• Experience of updating and managing website content</li> <li>• Exposure to the creation and implementation of marketing and communication strategies</li> <li>• Experience of conducting research and bringing this insight to projects</li> <li>• Exposure to delivering PR activity</li> </ul>
<b>APTITUDE / SKILLS</b>	<ul style="list-style-type: none"> <li>• Stakeholder management</li> <li>• Excellent communication skills (email, face to face and presentations)</li> <li>• Copywriting for a range of audiences</li> <li>• Project management</li> <li>• Proficient in Microsoft Word, PowerPoint and Excel</li> <li>• Excellent attention to detail</li> <li>• Organisation skills</li> </ul>	<ul style="list-style-type: none"> <li>• Briefing and providing feedback to designers</li> <li>• Adobe – particularly InDesign</li> <li>• Digital Marketing (social media, CMS, CRM, Mailchimp)</li> <li>• Basic knowledge of web and social media analytics</li> </ul>
<b>BEHAVIOURAL / PERSONAL</b>	<ul style="list-style-type: none"> <li>• Excellent team player</li> <li>• High level of integrity and professionalism</li> <li>• High standards, and willingness to push for these</li> <li>• Ability to work independently</li> </ul>	<ul style="list-style-type: none"> <li>• Volunteer experience</li> </ul>



	<ul style="list-style-type: none"><li>• Ability to work in a changing and flexible organisation</li><li>• Passionate about creating positive change</li><li>• Proactive and curious</li><li>• Confident leading on projects</li><li>• Ability to manage a diverse workload and prioritise effectively</li><li>• Willingness to stay up-to-date with current trends</li><li>• Comfortable presenting ideas to a variety of stakeholders</li></ul>	
<b>MISC</b>	<ul style="list-style-type: none"><li>• Enhanced Disclosure &amp; Barring Service (DBS) check</li><li>• Willing to undergo immunisation checks and immunisations where applicable</li></ul>	



## **CHARITY BENEFITS**

### **ANNUAL LEAVE**

25 days, rising by a day after each completed year up to 30 days. We offer the ability to buy or sell up to 5 days

### **SEASON TICKET LOAN**

An interest-free loan is available to all staff to purchase their season ticket.

### **LEARNING AND DEVELOPMENT**

Each employee receives suitable training and development opportunities

### **PENSION**

Provided by Aviva, with contributions up to 8% (4% from employee and 4% from employer). Nursing staff are offered the NHS pension.

### **FLEXIBLE WORKING**

Flexible working opportunities are available to staff dependent on the charity's needs.

### **LIFE ASSURANCE**

Staff will receive Life Assurance (Death in Service) provided by Canada Life Group Insurance. The benefit basis is 4x annual salary.

### **PAID MEMBERSHIP TO BLUE LIGHT CARD**

Staff will receive a Blue Light card membership giving discounts to a number of well-known brands and stores.

### **BIKE2WORK SCHEME**

Salary sacrifice scheme offering the opportunity to purchase a bike and accessories, with tax free payments spread over a period of time.

### **SUBSIDISED CAFÉ**

Freshly prepared hot and cold meals provided at The Ark daily.

### **STAFF REFERRAL SCHEME**

Monetary incentive for staff when they successfully recommend a candidate for an open position.



## HOW TO APPLY

Please send your completed application form to [recruitment@noahsarkhospice.org.uk](mailto:recruitment@noahsarkhospice.org.uk)

The application form is available to download under the relevant vacancy at

<https://www.noahsarkhospice.org.uk/work-with-us>

If you would like to have a confidential discussion about this role, please email the HR Team at

[hr@noahsarkhospice.org.uk](mailto:hr@noahsarkhospice.org.uk) or call 020 8449 8877.

We can't wait to  
hear from you!



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Noah's Ark Hospice is a Company Limited  
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Company Registration No. 3901606  
Registered Charity No. 1081156

## About Noah's Ark Children's Hospice

### ABOUT NOAH'S ARK CHILDREN'S HOSPICE

Noah's Ark Children's hospice helps babies, children and young people who have life-limiting or life-threatening conditions, and their families, make the most of every day. We are here to enable those we support to enjoy life as children, rather than as patients; as families, not just as carers.

Our expert staff and trained volunteers provide clinical, emotional and practical support for families across north and central London, as well as Herts Valley. We carefully adapt our support for every child and offer it wherever it is required - whether in their home, their community or at our state-of-the-art children's hospice building, The Ark, in Barnet.

### THE ARK

Designed by families, for families, The Ark was opened in September 2019 by the Mayor of London. The Ark is a place of light and life, where you will find music, art, play and drama therapy; children blossoming in sensory and soft play rooms; and a fully accessible playground. The grounds offer wheelchair accessible outdoor experiences, including a Woodland Walk through a 7.5-acre nature reserve and a sensory walkway. At The Ark we are able to provide Specialist Care and Nursing for babies, children and young people, supporting their full clinical, emotional, social and practical needs. We have created a space where children who are seriously unwell are accepted as they are, safe to play, explore, express themselves and build confidence.



## OUR VALUES

Our values capture who we are, and what we expect from staff and volunteers. They are the 'Noah's Ark way', and are reflected in everything we do.



### KINDNESS

- We show compassion and empathy in all our interactions
- We put the child and family at the heart of all we do
- We are considerate: act thoughtfully and behave with integrity
- We go above and beyond
- We embrace diversity
- We create precious moments for children and their families
- We actively promote good mental health and look after our team
- We do not judge others for their differences



### EXCELLENCE

- We are exacting and passionate about our mission
- Our expert and dedicated team is tenacious and solution focused
- We are pioneering, creative and adaptable
- We collaborate and build partnerships
- We listen and learn
- We are considered and reflective
- We plan and grow responsively and responsibly
- We invest in our people



### COURAGE

- We are strong and ambitious in all we do
- We challenge the status quo, making bold resilience and aim to empower
- We help families and each other build resilience and aim to empower
- We act with candour and integrity
- We reach out to people in very difficult circumstances
- We do not shy away from making hard decisions or from challenging situations
- We are not afraid to ask for help