MARKETING MANAGER
Recruitment Information Pack
June 2017

Trinity Hospice is a registered charity providing excellence in palliative care across Blackpool, Fylde and Wyre

www.trinityhospice.co.uk
Registered Charity 511009
Low Moor Road, Bispham, Blackpool, FY2 0BG
16 week programme for day therapy patients

One LIVE radio broadcast

12% of patients admitted to the in-patient unit had a non-cancer diagnosis

397 referrals to the Linden Centre’s child bereavement services

£20,000 a DAY to run the Hospice

Community CNS team saw 1018 patients

30 years of compassionate care

Open 24 hours a day

22,000 meals served to patients

90 staff and volunteers have done Dementia Friends training

79% bed occupancy in the adult unit

93% of staff say they are proud to work for Trinity

Almost 1000 volunteers

60% of our costs are covered by voluntary donations

Over 2000 event participants

Pilot Hospice at Home reaching more patients

Our retail sales pass £1 million!
Dear Candidate,

Thank you for your interest in our current vacancy for a Marketing Manager at Trinity Hospice and Brian House Children’s Hospice.

This is a new role for the hospice and you’ll be joining at an exciting time as we develop our new Trinity Hospice and Brian House Children’s Hospice brands and embark on a new fundraising strategy to enhance the awareness of hospice care on the Fylde Coast and support further developments across our services.

Since opening our doors on 3rd June 1985, our team of dedicated staff and volunteers have delivered high quality care to local adults and children living with a life limiting illness. Trinity Hospice, including our dedicated children’s hospice, Brian House, is a registered charity and our family of services cost over £7 million a year to run. We need to raise £5 million a year from our income generation activities.

This role will manage and develop our marketing activities within our fundraising department, whilst providing additional support to the wider hospice. You will work closely with the Head of Fundraising, Press and Communications Manager and members of the Fundraising Team to support the delivery of our annual income target, currently £3.5 million, and our ambitious plans for income growth and new awareness campaigns for our adult and children services.

We are looking for an exceptional individual with proven result driving marketing experience, who can ‘hit the ground running’. With strong communication skills, ability to write emotive and engaging copy and a creative flair, you will support the marketing of our exciting event portfolio, design of new fundraising activities, growth of our successful weekly lottery, the creation of new materials and the development of our new website.

I hope you find this application pack useful in helping you decide whether you are the right person for this role. If you are interested in this rare opportunity on the Fylde Coast and believe you have the skills, experience and qualities we are seeking, I look forward to receiving your application which will be given careful consideration. Application forms can be downloaded from the Trinity Hospice website www.trinityhospice.co.uk

Yours sincerely

Linzi Young
Head of Fundraising
Marketing Manager
Job Description

Job Title: Marketing Manager
Accountable to: Head of Fundraising
Job Purpose: Lead the development and delivery of charity marketing activities for Trinity Hospice, and our dedicated children’s hospice, Brian House. Support the department’s current annual finance target of £3.5 million and our ambitious plans for further growth, whilst providing marketing and communications support and advice to the wider hospice.
Salary: £25,000 - £29,000
Hours of Work: 37 hours per week

Key Responsibilities:

- To lead the delivery of fundraising marketing materials to support fundraising campaigns, events and activities.
- Manage and develop our direct mail programme, working with team members and external agencies and engaging with key stakeholders. Included: newsletters, cash appeals, raffles and door drops.
- To write engaging copy for a range of online and off-line media, ensuring effective use of key messages, appropriateness for target audience and suitable use of emotive storytelling.
- To develop robust means of measurement and reporting of marketing activities to demonstrate return on investment.
- To work closely with the hospice Press and Communications Manager to support the development and delivery of charity internal communications to ensure all staff and volunteers are informed of key charity messages, activities and how their role contributes.
- Work closely with the Database & Information Management Team Leader to ensure effective data selection for all targeted activities.
- As a member of the fundraising team play a key role in maintaining and development positive and productive relationships with all individuals, community and corporate donors.
- To support the development of our Case for Support and provide guidance to the fundraising team and wider hospice on effective demonstration across all communications.
- Work closely with the Digital Fundraiser to support the development of Trinity’s new website.
- Work closely with the Retail Team to develop a range of materials and campaigns to support the promotion of stock donations, volunteering and Gift Aid.
- Where required provide support to the hospice Press and Communications Manager with the development and delivery of hospice materials and communications.
- Establish excellent working relationships with a range of internal and external stakeholders, particularly the hospice’s senior management team.
- Work closely with Head of Fundraising, Press and Communications Manager and Graphic Designer to develop and manage the Trinity Hospice and Brian House Children’s Hospice brands, ensuring all departments have clear guidance on brand parameters and processes.
- Ensure all marketing activity is appropriate and adheres to all relevant regulation for marketing, data protection and fundraising.
- To work as part of the Fundraising Team to develop new ideas for income generation.
- Deputise for the head of Fundraising or hospice Press and Communications Manager as and when required.

This job description is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the service.
General Responsibilities

- To be a co-operative and supportive member of the Trinity Fundraising Team, ensuring that your line manager is aware of any issues in workload, which may affect other members of the Trinity team.
- To undertake all mandatory training as required by Trinity Hospice & Palliative Care Services and participate in appropriate in-service training as and when required.
- Maintain the strict confidentiality of all information acquired, especially with regard to patients, staff, donors and volunteers.
- To undertake an appraisal and personal development review annually and through self-development, continuously update and improve knowledge and competencies.
- To manage all volunteers used in your area and to develop effective working relationships providing regular feedback on their performance.
- To take responsibility for being up to date with current policies and procedures and to adhere to these.
- Co-operate fully in the introduction of any new technology and new methods as appropriate.
- Provide cover for colleagues as required.
- Ensure all activities comply with relevant legislation and follow best practice.
- Be responsible for adherence to Health and Safety policies and procedures.

Measures of Performance

- The successful delivery of marketing activities
- Contribution to departments’ finance targets
- Demonstration of creativity, particularly in the development of new ideas, design and copy
- Demonstration of donor care
- Understanding and interpretation of results, performance and sector trends
- Strong working relationships with colleagues and volunteers across the organisation
- Exhibiting Trinity’s values and ways of working

Key Competencies

- Planning
- Creativity
- Time Management
- Communication
- Presentation
- Researching & benchmarking

Special Conditions

- Full driving licence with full time access to your own car and appropriate business insurance
- Regular travel within the local geographical region of Blackpool, Fylde and Wyre. Mileage paid monthly
- Able to work evenings and weekends at hospice led events
- This role is a member of the social media rota team and will require some evening and weekend social media monitoring duties. (Currently estimated at one week in every 6)

Applications can be made by downloading a copy of our Application Form at www.trinityhospice.co.uk and returning it via email to support.services@trinityhospice.co.uk

Please note we do not accept CVs
## Marketing Manager
### Personal Specification

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<th>CRITERIA</th>
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<th>ASSESSMENT</th>
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<tbody>
<tr>
<td><strong>Qualifications</strong></td>
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<tr>
<td>• Degree or equivalent</td>
<td>✓</td>
<td></td>
<td>Application form</td>
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<tr>
<td>• Fundraising or Marketing qualification</td>
<td></td>
<td>✓</td>
<td>Application form</td>
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<tr>
<td><strong>Experience</strong></td>
<td></td>
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<tr>
<td>• Several years’ marketing experience, including the development and delivery of marketing strategy.</td>
<td>✓</td>
<td></td>
<td>Application form/Interview</td>
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<tr>
<td>• A practical understanding of implementing successful marketing plans to build brand, raise money and awareness and influence behavioural change.</td>
<td>✓</td>
<td></td>
<td>Application form/Interview</td>
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<tr>
<td>• Ability to represent the organisation and nurture relationships and networks for the benefit of the organisation.</td>
<td></td>
<td>✓</td>
<td>Application form/Interview</td>
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<tr>
<td>• Proven ability to balance a demanding work load with multiple ongoing projects and meeting tight deadlines.</td>
<td>✓</td>
<td></td>
<td>Application form/Interview</td>
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<tr>
<td>• Excellent knowledge of marketing platforms, including traditional media, digital channels and social media.</td>
<td>✓</td>
<td></td>
<td>Application form/Interview</td>
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<tr>
<td>• Advanced IT skills with design packages such as Publisher, InDesign and Photoshop.</td>
<td></td>
<td>✓</td>
<td>Application form/Interview</td>
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<tr>
<td>• Using databases for sales and marketing activities as well as performance reporting.</td>
<td>✓</td>
<td></td>
<td>Application form/Interview</td>
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<tr>
<td>• Experience writing emotive and engaging copy and ability to demonstrate understanding of key messages, target audience and storytelling.</td>
<td>✓</td>
<td></td>
<td>Application form/Interview</td>
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<tr>
<td><strong>Personal Skills and Characteristics</strong></td>
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<td></td>
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<tr>
<td>• Excellent verbal and written communication and presentation skills</td>
<td>✓</td>
<td></td>
<td>Interview</td>
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<tr>
<td>• Excellent team working skills</td>
<td>✓</td>
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<td>Interview</td>
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<td>• Creative and innovative</td>
<td>✓</td>
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<td>Interview</td>
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<tr>
<td>• Excellent organisational and time management skills</td>
<td>✓</td>
<td></td>
<td>Interview</td>
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<tr>
<td>• Good negotiator</td>
<td>✓</td>
<td></td>
<td>Interview</td>
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<tr>
<td>• Pleasant, approachable and confident personality</td>
<td>✓</td>
<td></td>
<td>Interview</td>
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<tr>
<td>• Excellent attention to detail and accuracy</td>
<td>✓</td>
<td></td>
<td>Interview</td>
</tr>
<tr>
<td>• Work well under pressure</td>
<td>✓</td>
<td></td>
<td>Interview</td>
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<tr>
<td><strong>Other</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Full driving licence, with access to own car and appropriate business insurance</td>
<td>✓</td>
<td></td>
<td>Interview</td>
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<tr>
<td>• Good knowledge of area and geography and social structure</td>
<td></td>
<td>✓</td>
<td>Interview</td>
</tr>
<tr>
<td>• Willingness to attend courses and conferences to widen understanding and skills of fundraising.</td>
<td>✓</td>
<td></td>
<td>Interview</td>
</tr>
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</table>
Fundraising Team Structure:

![Fundraising Team Structure Diagram]

Fundraising Income Channels & Targets

<table>
<thead>
<tr>
<th>Income Channel</th>
<th>2017-18</th>
<th>2018-19</th>
<th>2019-20</th>
<th>Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legacy Income</td>
<td>£1,482,260</td>
<td>£1,541,550</td>
<td>£1,603,212</td>
<td>4%</td>
</tr>
<tr>
<td>Individual</td>
<td>£520,000</td>
<td>£561,600</td>
<td>£606,528</td>
<td>8%</td>
</tr>
<tr>
<td>Community</td>
<td>£483,000</td>
<td>£521,640</td>
<td>£573,804</td>
<td>8%</td>
</tr>
<tr>
<td>Events</td>
<td>£343,000</td>
<td>£363,580</td>
<td>£385,395</td>
<td>6%</td>
</tr>
<tr>
<td>Corporate</td>
<td>£270,000</td>
<td>£286,200</td>
<td>£303,372</td>
<td>6%</td>
</tr>
<tr>
<td>Lottery</td>
<td>£334,364</td>
<td>£384,519</td>
<td>£442,196</td>
<td>15%</td>
</tr>
<tr>
<td>Grants</td>
<td>£150,000</td>
<td>£154,500</td>
<td>£159,135</td>
<td>2%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>£3,582,624</strong></td>
<td><strong>£3,813,589</strong></td>
<td><strong>£4,073,643</strong></td>
<td><strong>6%</strong></td>
</tr>
</tbody>
</table>
**Terms & Conditions**

These terms and conditions of employment are a brief outline of the contract.

<table>
<thead>
<tr>
<th><strong>Job Title</strong></th>
<th>Marketing Manager</th>
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</thead>
<tbody>
<tr>
<td><strong>Salary</strong></td>
<td>£25,000 - £29,000</td>
</tr>
<tr>
<td><strong>Annual Leave</strong></td>
<td>38 days inclusive of Bank Holidays</td>
</tr>
<tr>
<td><strong>Hours of Duty</strong></td>
<td>37 hours per week with some evenings &amp; weekends required</td>
</tr>
</tbody>
</table>

### Sick leave entitlement

<table>
<thead>
<tr>
<th>Period of Continuous Service</th>
<th>Months at Full Pay</th>
<th>Months at Half Pay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 4 months</td>
<td>1</td>
<td>NIL</td>
</tr>
<tr>
<td>Over 4 months and up to 12 months</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>During second year</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>During third year</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>During fourth and fifth year</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>After 5 years</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Probationary Period</strong></th>
<th>Twelve months</th>
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</thead>
<tbody>
<tr>
<td><strong>Appointment</strong></td>
<td>Subject to satisfactory medical examination, references, enhanced DBS, copy of qualifications where relevant and proof of eligibility to work in the U.K.</td>
</tr>
</tbody>
</table>
| **Benefits**           | - Free onsite parking  
- Subsidised onsite canteen  
- Generous annual leave entitlement  
- Purchase through salary sacrifice scheme  
- Childcare vouchers  
- Access to training and development opportunities |
| **Pension Scheme**     | NHS Superannuation Scheme where applicable, Group Personal Pension Scheme |
| **Application Closing Date** | Sunday 9th July |
| **Interview Date**     | TBC            |
Our Vision a note from our CEO, David Houston

We've made significant strides here on the Fylde Coast in the past three years since the launch of our strategy and business plan. More people in Blackpool, Fylde & Wyre are getting access to decent palliative care than ever before. Having been well behind, we are now ahead of the national average for deaths in preferred place. And for patients known to Trinity, those with an advanced care plan now account for over 80%.

We have a well-coordinated Fylde Coast End of Life Strategy Group reporting to the CCGs driving forward more integrated services. We have been able to invest to modernise our facilities in our Inpatient Unit and in Brian House promoting greater dignity, privacy & care.

And we've collectively begun the task of broadening our services supporting more people with complex non-cancer diagnoses at the hospice, at hospital and now at home. Our new pilot rapid response Hospice at Home and Hospice Neighbours befriending services and our support to care homes and domiciliary services through the „Six Steps to Success“ Programme are making a real difference. In doing so, we are furthering our goals to increase choice.

We have also turned around our financial position from a large and increasing deficit in 2011 to two years of good surpluses buffering our „rainy day“ reserves. Our fundraising teams have worked exceptionally hard to continue to grow our income in a challenging economic climate and our clinical staff have remained highly professional even during a necessary major restructuring to get us “Fit for the Future”. All the above work helped Trinity win the prestigious Charity Times “Charity of the Year” towards the back end of 2014.

But we still have a very significant challenge ahead of us if we are to achieve our 2020 vision:

"that everyone on the Fylde Coast should have access to good end of life care and a good death”.

Demand for palliative and end of life care is set to grow exponentially given our rapidly ageing population with increasingly complex conditions. Funding remains perilously tight in the NHS and translates to tougher and tougher negotiations to ensure hospices receive the funding they deserve (the average hospice still only receives 35% of its overall costs from the state). Yet hospices are arguably the largest collective charitable body in the UK today providing over £1bn of end of life care every year – money the state would have to find if hospices were undermined by ill-thought out moves to encourage greater competition.

It is our integrated scale that allows us to lever far more services than could be done in a piecemeal fashion.

Our new pilot Hospice at Home service, for example, working with „out of hours“ partners enabled an elderly patient who had fallen to return safely to bed with North West Ambulance staff support dying the next morning in his preferred place of care. In the past, he would have been „blue-lighted“ to the hospital possibly dying amidst the bustle of A&E.

Our Linden Centre Counselling Service „Ripples“ enables front line teachers across the Fylde to support children who have lost parents, grandparents or siblings in often tragic circumstances. With Council budgets under strain, without this service many young people would go under the radar with little support. And at Brian House, we remain the only Children’s Hospice on the Fylde Coast supporting over 80 local children & their families every year.

Challenging inconsistency

But there is still too much inconsistency in both access to and in the quality of end of life care. I personally have experienced this: the contrast between a well-led stroke unit supporting both my parents at the same time, with staff at all levels confident, motivated and resilient in discussing end of life issues - and the experience at a community hospital, where the frontline nursing leadership wouldn’t roll up their sleeves, always knew best and did not consider asking my father whether he really wanted to be in the same room all day with his gravely ill and confused wife, watching her slowly dying, in his mind.

There is so much good care out there amongst hard working staff, but there are still too many examples where we are all let down. The recent Voices Survey (2014) confirms this where over 50% surveyed said that their loved ones death could have been much better. And of course, we all now face the growing challenge of dementia.

Dementia patients are the poor cousins when it comes to palliative care. Whilst the unpredictable timescales complicate matters considerably, dementia patients can benefit from the skills and knowledge of hospices yet few currently access them. As hospices, we are now grappling with exactly what our role should be with this “terminal illness”.

So looking ahead, our new Business Plan focuses on these challenges. We can only do this with on-going support from our local communities. We have to raise over £7m per year for your local hospice but together we can achieve our 2020 vision.
Our Values

Our values underpin not just what we do, but how we do it! In every part of Trinity our Values speak volumes about the services we provide to patients and their families and about our relationships with supporters, suppliers, members of the public and each other.

We are always:
- Caring
- Adaptable
- Responsible
- Excellent
- Socially engaged

Caring
We always
- Provide care with skill and compassion that is person and family centred.
- Truly listen in order to provide appropriate, warm-hearted and honest support.
- Place ‘caring for patients and those important to them’ at the heart of our actions.
- Respect and value individual differences.
- Support colleagues and volunteers at all times.
- Share our knowledge and expertise with others

Adaptable
We always
- Respond positively and flexibly to challenges.
- Strive to ensure all we do is of high quality and compliant in accordance with changing regulations.
- Work across sectors (voluntary, public, and private) to maximise our impact.
- Develop effective collaborations based on mutual respect and trust.

Responsible
We always
- Clearly communicate expectations so that everyone knows what is required of them.
- Demonstrate a ‘can do’ attitude and are accountable for our individual actions.
- Investigate complaints carefully and honestly to ensure continuous improvement.
- Share compliments and celebrate successes to learn from good practice.
- Ensure effective teaching and provide exceptional learning opportunities around end of life care.
- Maximise our impact by effective team working

Excellent
We always
- Develop and apply our professional expertise in palliative care.
- Encourage others to share ideas and learning.
- Aspire to provide exceptional professional performance in all roles.
- Promote learning and development for all.
- Recruit competent individuals who share Trinity’s values.
- Strive for improvement every day - as everyone makes a difference.
- Challenge assumptions and strive for cutting edge solutions.
- Add new knowledge through high quality audit and research.

Socially engaged
We always
- Work with our community to achieve high quality care at the end of life, for all who need it.
- Provide meaningful and satisfying employment and volunteering opportunities.
- Fund services through ethical and transparent fundraising.
- Share Trinity’s expertise to benefit the wider hospice and Palliative Care community.
- Speak up for vulnerable individuals, or disadvantaged groups, who need palliative care.
- Endeavour to be environmentally and financially sustainable to benefit future generations.
- Use resources well, to maximise our shared compassionate cause.

In other words: Trinity CARES
"Enabling Compassionate Care on the Journey to End of Life"
Further Information

Further information about the hospice, our services, along with our fundraising activities is available on our website www.trinityhospice.co.uk as well as our social media pages on Facebook and Twitter.
Three decades of compassionate Care

Low Moor Road, Bispham, Blackpool FY2 0BG
Tel: 01253 358881  www.trinityhospice.co.uk

Registered charity no. 510009