

## **Marketing Communications Support Officer Role Profile and Person Specification**

<b>Reports To:</b>	Director of Fundraising & Marketing
<b>Hours:</b>	Full time (35 hours per week), Monday – Friday
<b>Contract:</b>	Permanent (subject to 6 month probationary period)
<b>Grade:</b>	Support officer Grade 1 £26,524
<b>Direct Reports:</b>	None
<b>Budget Responsibility:</b>	None
<b>Main Place of Work:</b>	181 Oxford Street (3 <sup>rd</sup> Floor), London, W1D 2JT. The building has a small lift which is only accessible from 1st floor landing.

***To apply please send an up-to-date CV, a cover letter of no more than two sides of A4 outlining your suitability for the role, and an equal opportunities monitoring form to [Frances.McFadden@dignityindying.org.uk](mailto:Frances.McFadden@dignityindying.org.uk)***

**Deadline:** 20<sup>th</sup> October 2019

**Interview date:** End of October 2019

### *Dignity in Dying*

So that no-one suffers needlessly and against their wishes in the final days or weeks of their life, Dignity in Dying campaigns for greater choice, control and access to services at the end of life. We advocate providing terminally ill adults with the choice of an assisted death, within strict legal safeguards, and for universal access to good quality end-of-life care.

In recent years Dignity in Dying's campaign has increased in prominence, regularly securing national media coverage, and has moved up the public policy agenda. This is an exciting opportunity to work in a fast-paced environment on a high-profile national campaign - a campaign that deals with one of the most important social, ethical and progressive issues of our time.

### *Compassion in Dying*

Compassion in Dying is a national charity that supports people to prepare for the end of life – to talk about it, plan for it and record their wishes. We can support people to plan for their treatment and care, in case a time comes when they can't make decisions. This helps people get the support that's right for them, when they need it. When what matters most to you is known and recorded, it makes it easier for your family, friends and healthcare professionals to follow your wishes, giving everyone peace of mind.

We help people through our free information line, publications and resources, and through our work with diverse communities. We specialise in supporting people to make Advance Decisions ('Living Wills') and to talk about their goals and priorities when living with a life-changing illness. Our free MyDecisions website helps people to record their wishes for care in a legally binding way.

**For further information** on Dignity in Dying please visit:

[www.dignityindying.org.uk](http://www.dignityindying.org.uk)

For further information on Compassion in Dying please visit:

[www.compassionindying.org.uk](http://www.compassionindying.org.uk)

If you have any questions about the role please contact Frances McFadden, Executive Assistant: [Frances.McFadden@dignityindying.org.uk](mailto:Frances.McFadden@dignityindying.org.uk)

## **Role Purpose**

Dignity in Dying and Compassion in Dying are looking to recruit someone who can write compelling marketing copy which will inform, inspire and motivate our supporters, members and the people who use our services.

Writing skills, project management and an understanding of marketing for the third sector will all help you secure an interview for a role that will be pivotal in Dignity in Dying's campaign to change the law on assisted dying and in Compassion in Dying's work to raise public awareness of our existing rights to plan ahead for future care and treatment.

## **Key Responsibilities**

- Copywriting of supporter communications intended to mobilise them around Dignity in Dying's campaign – lead on the delivery of our well established email and direct mail programmes, including managing and writing the *Campaign* newsletter, fundraising appeals and supporter emails.
- Work closely with Dignity in Dying's Scottish office to grow and mobilise our supporter base in Scotland.
- Develop and project-manage marketing campaigns that increase the use of Compassion in Dying's services.
- Providing excellent customer services to our members and supporters, by letter, email and over the phone.
- Manage relationships with external agencies such as print production suppliers and creative partners/agencies.
- Support development and delivery of supporter journey plans and legacy marketing.

## **Person Specification**

### ***Essential Skills and Abilities***

- Excellent writing skills, including being able to write for different channels and audiences.
- Ability to plan, organise and prioritise your own work.
- Ability to assimilate new skills and information.
- Good attention to detail and problem solving skills
- Strong IT skills

### ***Desirable Skills and Abilities***

- Familiar with email marketing systems.
- The ability to analyse data to inform marketing campaigns.
- Experience of working in a marketing team.

- An understanding of direct marketing.
- Knowledge of the voluntary sector.
- Ability to manage and liaise with external suppliers to ensure quality, performance and value for money.
- Good interpersonal and communications skills, including the ability to build strong working relationships and a professional telephone manner

### ***Experience***

We are interesting from hearing from a wide range of candidates, you may have relevant experience from some of the following areas:

- Copywriting.
- Email marketing.
- Direct marketing.
- Campaigning and communications.

### **Values**

- Commitment to Dignity in Dying's vision and mission.
- Commitment to Compassion in Dying's vision and mission.

### **Organisational Behaviours**

#### *Leading by example*

- You lead by example through your behaviours and motivate others through your professional approach to work.

#### *Trust and respect others*

- You are aware of your impact on others and treat other people with kindness and respect. You value diversity and listen carefully to understand the views of others.

#### *Proactive and supportive team member*

- You work with others to reach a common goal by sharing information and supporting colleagues.

#### *Strive to be the best*

- With a positive attitude, you work to a high standard to meet personal and organisational expectations.

#### *Responsibility and initiative*

- You take ownership of your work and take responsibility for your actions and decisions. You use your initiative and take pride in what you do.