

## Senior Digital Executive

- **Salary:** £34,000 - £37,000
- **Contract type:** Permanent
- **DBS required:** Standard
- **Location:** Hybrid/St John's Wood
- **Closing date:** 15/11/2025. Interviews will take place as and when strong applications are received. As a result, we reserve the right to close applications earlier than the date stated.

### About this role

This is a highly collaborative and creative role, perfect for someone with strong interpersonal and communication skills, a proactive mindset, and a genuine passion for promoting hospice care.

As our new Senior Digital Executive, you will play a key role in bringing the voice of St John's Hospice to life across all digital platforms. You'll work closely with colleagues across the organisation to produce engaging content and run impactful campaigns that increase brand awareness, reach more patients and supporters, and drive vital income generation.

You'll be part of a small, dynamic Marketing and Communications Team of three, reporting to the Head of Marketing and Communications, and sitting within the wider Fundraising Department.

Your responsibilities will include leading on all aspects of social media activity and developing and managing paid digital advertising campaigns (such as PPC and paid social). Additionally, you will collaborate with team members to maintain and develop the St John's Hospice website and online shop, ensuring that the content is engaging, accessible, and optimised for SEO. You will use analytics to monitor the performance of all digital activity, providing reports to the Head of Marketing and Communications and ensuring a strong return on investment.

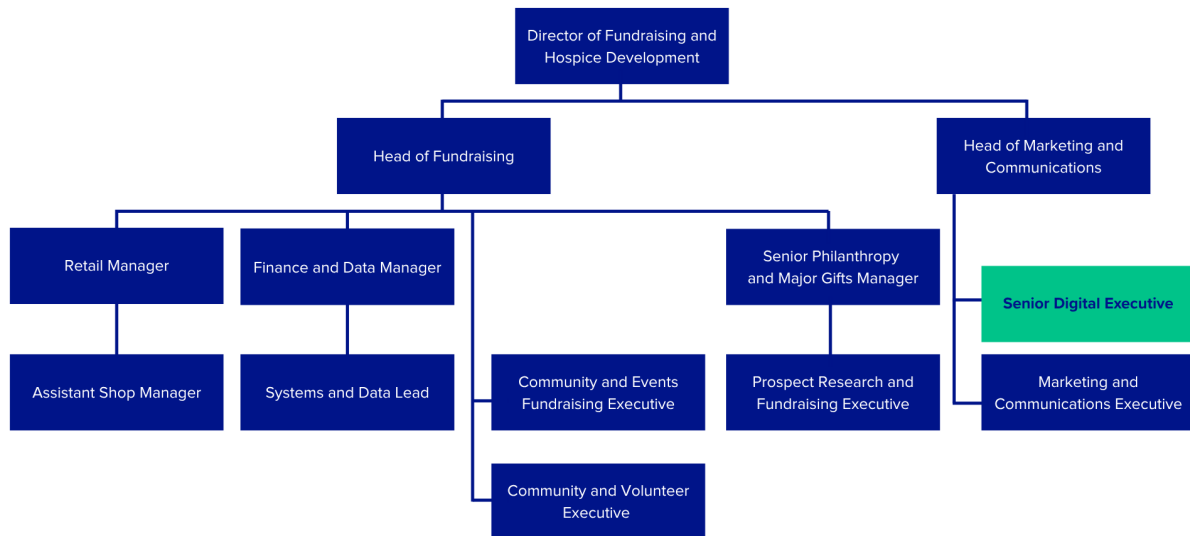
As the team's 'go-to' on all things digital, you will provide guidance on best practices in digital fundraising, assist colleagues in sending out important campaigns and newsletters using platforms like Mailchimp, and help ensure that all online supporter journeys are smooth, engaging, and compliant with relevant regulations.

This is a hybrid role. Due to its collaborative nature and the need to regularly capture content on-site, we ask that applicants are able to commute to St John's Wood at least three days per week, with a preference for four.

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## What are the key duties and responsibilities?

- Assist the Head of Marketing and Communications with the development and delivery of our digital strategy to increase brand awareness, patient reach, and income generation.
- Lead on the day-to-day implementation of the hospice's social media activity across multiple channels (Facebook, Instagram, LinkedIn and YouTube), creating content in line with the digital strategy and scheduling content using Hootsuite (where possible).
- Keep up to date on new developments, trends, and social media technologies, identifying and recommending opportunities.
- Act in a customer care capacity, responding appropriately to web queries, questions and reviews as well as engagement on social media platforms.
- Develop and manage online advertising campaigns (PPC, paid social, etc.) to promote brand awareness and key income generation activity, report on their effectiveness and ensure a strong return on investment.
- Use analytics to monitor and improve the effectiveness and reach of web, email, and social media activities, providing monthly reports to the Head of Marketing and Communications.
- Work with the wider Marketing and Communications Team to develop and maintain the website and online shop. This includes creating new web pages, blog posts and news stories, assisting with copywriting duties, refreshing and

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optimising images, uploading and embedding videos, and updating campaign pages. Ensuring search engine optimisation and accessibility requirements are always prioritised.

- Work with the Head of Marketing and Communications to create the Givergy website (or equivalent) for the annual gala dinner and assist in planning and implementation of any other digital platforms/tech for the event.
- Collaborate with colleagues in Fundraising to ensure all online giving pages and platforms such as MuchLoved, MyIntent and JustGiving are set up and maintained correctly.
- Proactively monitor listings on third-party websites and ensure information about the charity is up to date, submit requests as necessary and ensure opportunities for listings and backlinks are maximised.
- Create and implement automated supporter journeys for events, regular giving and key fundraising appeals such as Big Give and the Winter Appeal.
- Assist in the creation and delivery of email marketing activity on Mailchimp.
- Proactively work alongside colleagues across Fundraising and Clinical Services to create engaging content for use across social media, email and web in line with the digital and wider marketing strategies. Particularly during key campaign periods such as the Big Give, Hospice UK National Legacy Campaign: This is Hospice Care, Hospice Care Week, and key fundraising events.
- Be the 'go-to' person in the department on all things digital and guide colleagues on digital fundraising and support colleagues in innovation and best digital fundraising practice.
- When required, assist the Head of Marketing and Communications by liaising with third-party suppliers such as web developers or freelancers.
- Have an understanding of Charity and GDPR legislations - including but not limited to the Institute of Fundraising, Charity Digital Code, The Code of Fundraising Practice and the Charity Commission.
- Attend key fundraising events and support with the marketing and promotion on the day, such as capturing content and live posting on social media.

### **Photography and film**

- Capture images for use in St John's Hospice promotional materials, primarily for use on social media and the St John's Hospice website.
- Capture video footage, interview service users and supporters and edit to create short promotional films for use on St John's Hospice website and across social media.

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- Assist the Head of Marketing and Communications in the planning of content gathering trips and assist on trips as required, working alongside contracted photographers and videographers.
- Ensure that ethical and informed content is always gathered and that the relevant consent forms are signed and stored appropriately.

### Design

- Create graphics for use on digital platforms whilst maintaining brand consistency using Canva (or an equivalent software).

### Other

- Attend marketing planning and implementation meetings as required.
- Monitor the marketing inbox.
- Provide administrative support to the team as required.
- Champion the cause, always acting as an ambassador for St John's Hospice.
- Perform other duties as reasonably required by the Head of Marketing and Communications.

## Am I the right person for this role?

| Attribute                          | Essential                                                                                                                                                                                                                                                      | Desirable                                                                                                                                                                                                                                                   |
|------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Qualifications and training</b> | <ul style="list-style-type: none"> <li>• Demonstrable experience in a similar digital role with a proven record of success.</li> <li>• Experience of working in healthcare or the third sector.</li> </ul>                                                     | <ul style="list-style-type: none"> <li>• Experience of working in a hospice setting.</li> </ul>                                                                                                                                                             |
| <b>Knowledge and skills</b>        | <ul style="list-style-type: none"> <li>• Knowledge of sector best practice and relevant fundraising/charity legislation including GDPR and Code of Fundraising Practice.</li> <li>• Knowledge of e-marketing software such as Mailchimp or similar.</li> </ul> | <ul style="list-style-type: none"> <li>• Knowledge of Salesforce CRM.</li> <li>• Ability to use film/photography equipment.</li> <li>• Ability to interview people.</li> <li>• Ability to work with video editing software such as Premiere Pro.</li> </ul> |

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|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                   | <ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills.</li> <li>• Excellent interpersonal skills.</li> <li>• Proficient in the use of IT with working knowledge of Microsoft 365 and its programmes.</li> <li>• Good organisational skills</li> <li>• Problem solving skills</li> <li>• Ability to manage conflicting priorities</li> <li>• Ability to work under pressure</li> </ul>                                                                                            |                                                                                                                                                                                                                                |
| <b>Experience</b> | <ul style="list-style-type: none"> <li>• Demonstrable experience creating engaging content for a variety of traditional and digital channels with proven results.</li> <li>• Experience of managing online advertising campaigns (PPC, paid social, etc.)</li> <li>• Experience in pulling reports, analysing digital activity using GA4 and other tools.</li> <li>• Experience in developing and producing optimised website content.</li> <li>• Experience in website management and working with a CMS.</li> </ul> | <ul style="list-style-type: none"> <li>• Experience of using Canva and other design tools such as Adobe Creative Suite.</li> <li>• Experience of using Webflow.</li> <li>• Experience of Google AdWords and grants.</li> </ul> |
| <b>Personal</b>   | <ul style="list-style-type: none"> <li>• Demonstrable passion for digital marketing.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                |

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|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|  | <ul style="list-style-type: none"> <li>• Ability to form and develop good working relationships with staff, supporters and suppliers.</li> <li>• Desire to be part of a committed and hardworking team in line with the ethics and values of St John's Hospice.</li> <li>• Willingness to undertake occasional evening or weekend work.</li> <li>• Willingness to take on a range of tasks as required.</li> <li>• Flexible and able to prioritise workload to achieve deadlines.</li> <li>• Creative and imaginative in approach to ideas and opportunities.</li> <li>• Ability to work on own and as part of a team.</li> </ul> |  |
|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|

## Why apply for this role?

We are committed to providing an inclusive and supportive work environment, which enables our employees to not only provide the highest quality of care to our patients and their families but also be happy, motivated and confident individuals.

As well as our training and development programmes, we are committed to supporting our employees' health and wellbeing and offer a wide range of benefits. Some of these include:

- **Salary:** Competitive pay with annual pay reviews.
- **Pension:** Contributory pension schemes, including continuation of your existing NHS pension if relevant.
- **Annual leave:** A generous 27 days' annual leave plus bank holidays.

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- **Health and wellbeing:** Private healthcare cover of up to £20,000 per year, eye care vouchers, access to free, confidential one-to-one counselling, on-site Mental Health First Aiders and Freedom to Speak Up Champions.
- **Learning and development:** Ongoing training and development programmes, external study leave and grants available up to £1,500/ year.
- **Rewards and recognition:** Employee "Service Excellence" recognition rewards.
- **Flexible working:** Flexible working arrangements regardless of length of service.
- **Travel:** Cycle to work scheme and interest-free season ticket loans.
- **Discounts:** Discounts at our on-site pharmacy, charity shop and a range of local, national and online shops, restaurants and cinemas.

## About St John's Hospice

We provide quality, holistic care to people living with life-limiting illnesses and their families across North London. As well as our Inpatient Unit and Wellbeing Centre located in St John's Wood, we work out in the community, in people's homes, providing care to more than 4,000 people every year.

We welcome people from all faiths and communities across Westminster, Brent, Camden, Hammersmith & Fulham, Islington, Kensington & Chelsea. Our services are free to all and include community care, Hospice@Home, bereavement support, social and welfare support, inpatient care, day services and carer respite, ensuring each of our patients and their families are supported through every aspect of their journey.

## How to apply

If you are ready for a new challenge and share our passion and commitment to providing quality, holistic care to patients and their families, then we would love to hear from you.

Please apply by sending a copy of your CV and a cover letter to Alicia Conti, Head of Marketing and Communications at [alicia.conti@hje.org.uk](mailto:alicia.conti@hje.org.uk).

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