



JOB DESCRIPTION

Job Title:	Marketing & Content Manager
Team:	Marketing & Communications
Reporting to:	Head of Brand and Communications
Location:	Tapping House, Hillington PE31 6BH
Hours of work:	Part time & Full time hours available. Minimum of 25 hours per week (Monday to Friday)
Annual Leave:	25 days (increasing to 27 after 5 years and 31 after 9 years) plus 8 Public Holidays

Tapping House is a leading provider of palliative care services in Norfolk. As an independent charity, Tapping House delivers innovative and specialist rehabilitative therapy, end-of-life care, and bereavement services.

Role Summary

We are seeking a creative, confident, and results-driven Marketing & Content Manager to strengthen Tapping House's brand profile and media presence.

This pivotal role will help shape and lead our marketing and communications strategy, delivering compelling content across print, digital, and media channels to build meaningful engagement with supporters, patients, families, and the wider community.

You will be responsible for shaping our storytelling, growing our regional and national media coverage, and ensuring our communications reflect our values, mission, and compassionate tone of voice. Alongside social media leadership, you will manage a key website migration project, drive our press activity, and deliver high-quality assets that support fundraising and awareness.

This is an ideal role for a proactive content creator and communicator who is confident in developing strategy as well as hands-on delivery, and who wants to use their skills to make a genuine difference.

1. Strategy, Brand & Media Leadership (New & Expanded)

- Help shape and be responsible for managing the delivery of the Hospice's marketing and communications strategy.
- Build the Hospice's media presence, both regionally and nationally, giving the Hospice a platform to share the expertise from clinical leaders and senior management.
- Help build the annual marketing budget and be responsible for regular reporting.

Marketing & Content Manager



- Work with the Head of Brand & Communications to deliver cross-channel marketing campaigns.
- Ensure consistency of brand messaging and visuals across all digital touchpoints

2. Content Creation & Storytelling (Expanded)

- Writing, reviewing, editing, and updating content for multi-channel campaigns (digital and print), including the charity's website, marketing materials, online platforms, and press releases to drive engagement.
- Conducting research and interviews to develop case studies and marketing programmes for clinical and non-clinical purposes.
- Assisting with the design of promotional materials.
- Plan, create, and schedule high-performing social content, including video, photography, graphics, and storytelling posts.

1. Social Media Leadership

- Lead the organisation's social media strategy for Facebook, Instagram, LinkedIn, and emerging platforms.
- Working with colleagues, manage all social media activity ensuring that the Hospice's tone of voice and vision, mission, and values are reflected both in content and style of delivery.
- Manage day-to-day community engagement, responding to comments, messages, and supporter interactions.
- Produce quarterly social media analytics to measure performance and provide insight.

4. Website Management

- Help manage the migration to a new website host and a refresh of website content.
- Maintain the website and update quarterly with updated figures and information.
- Manage day-to-day website content updates, ensuring accuracy, freshness, and accessibility.
- Produce quarterly website analytics and performance dashboards.
- Work with external web developers or internal IT when technical changes are required.

5. Collaboration & Internal Communications

- Collaborate with internal departments to establish campaign objectives, complete tasks, and identify and solve problems.
- Lead the planning and delivery of internal communications, ensuring staff, volunteers, and stakeholders receive clear, timely, and engaging updates.
- Build strong relationships with teams across the organisation to source stories, updates, and content leads.
- To develop and maintain a sound understanding of the work undertaken by the Hospice.

Other Responsibilities



- Uphold the Hospice's values, brand guidelines, and safeguarding responsibilities.
- Maintain confidentiality and comply with GDPR at all times.
- Support and work respectfully with volunteers and colleagues.
- Participate in ongoing professional development.
- Undertake other duties as directed by your line manager.

Hospice Vision

Tapping House...

C A R E S

Compassion Accessibility Respect Excellence Spark

Our Vision

Every person affected by a life-limiting condition will be offered choice and access to excellent **rest-of-life** care and bereavement support.

Our Strategy

- > Ensure patients and their families remain at the **heart** of our service
- > **Grow** our sustainable income to cover annual costs and **build** reserves
- > Recruit and retain the **highest calibre** staff to enable the delivery of **excellent care**
- > Identify and embed a programme of continuous **quality** improvement
- > **Empower** staff, volunteers and communities through development and provision of **innovative** education programmes

Tapping House
Living well, dying well, never alone

General

- Carry out all duties in accordance with the Hospice's policies and procedures including but not limited to health & safety, code of behaviour, confidentiality and equality, diversity & inclusion.
- Promote awareness of the Hospice, its services and its strategy.
- Work collaboratively and respectfully with all staff, volunteers and supporters of the Hospice.
- Promote and support the safeguarding of vulnerable adults, young people and children, observing and adhering the Hospice's policies on safeguarding.



Information Security, Confidentiality, and Records Management:

The role requires adherence to organisational policies concerning information security, data privacy, and confidentiality. The employee is responsible for safeguarding sensitive information, ensuring secure handling and storage of records, and maintaining compliance with applicable data protection regulations. This includes actively participating in Information Governance training, reporting potential security incidents, and managing records in accordance with Tapping House's Retention Archiving and Destruction of All Hospice Records Policy.

- Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role.

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the Hospice at any time after discussion with the post holder.

PERSON SPECIFICATION Digital Content Marketing Executive

	Essential	Desirable
Qualifications and Training	<p>3+ years of experience in a marketing, communications, or content role.</p> <p>Recognised qualification in Marketing, Communications, or Public Relations.</p>	<p>Recognised qualification in Marketing/Communications/Public Relations, or related subject</p>
Experience and Skills	<ul style="list-style-type: none"> • Proven experience creating high-performing social content (including video). • Strong copywriting and storytelling skills, with an empathetic and professional tone. • Experience managing social channels for an organisation or brand. • Ability to analyse channel performance and report on key metrics. • Experience updating 	<ul style="list-style-type: none"> • Experience in the charity, healthcare, or public sector. • Skills in Canva, Adobe Creative Suite, or basic video editing. • Experience supporting PR activity or media relations. • Experience with email marketing platforms (e.g., Mailchimp, Dotdigital). • Photography and/or videography skills. • Experience supporting or delivering internal communications (e.g., staff updates, internal

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	<p>website content and understanding of basic SEO principles.</p> <ul style="list-style-type: none"> • Experience securing media coverage and writing press releases for regional/national media. • Confident working independently and managing competing priorities. • Strong communication and stakeholder management skills. • Commitment to the values and mission of Tapping House. 	<p>newsletters, intranet content).</p>
Personal Attributes	<ul style="list-style-type: none"> • Team player, able to take colleagues with them. • Ability to think strategically. • "Can Do" mentality, able to work calmly under pressure. • A keen eye for detail and accuracy. • A flexible approach to tasks undertaken whilst ensuring compliance with the organisation's standards. • A commitment to personal development. • A compassionate and understanding demeanour. • Ability to champion Tapping House's refreshed brand profile. • Committed to 	



	<p>upholding ethical and professional standards and promoting equal opportunities and diversity.</p> <ul style="list-style-type: none">• Commitment to ongoing learning and development and participation in relevant training.	
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