

## JOB DESCRIPTION & PERSON SPECIFICATION

Mary Ann Evans Hospice  
Eliot Way, Nuneaton, Warwickshire, CV10 7QL  
02476 865440

**Job Title:** Community Engagement Officer  
**Responsible to:** Marketing and Income Generation Team Lead  
**Accountable to:** Head of Marketing and Income Generation  
**Hours:** 37½ hours per week  
**Salary:** £27,495 to £30,162 FTE depending on experience  
**Developed:** Updated September 2025

### Mary Ann: Our Values

The Hospice is committed to ensuring a healthy work-life balance for staff given the nature of the environment and care services provided. The Hospice, its staff and volunteers are all committed to ensuring "Our Values" stay at the centre of its ethos.

Compassionate	Trustworthy	Respectful	Inspirational	Sustainable
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### Job Summary:

This is a permanent full-time post working as part of the Mary Ann Evans Hospice's Marketing and Income Generation team. The role is based primarily in Nuneaton, but with outreach across the local area to increase levels of community and corporate engagement by raising awareness of the work of the hospice or Mary Ann (TBC). The aim is to raise funds from a range of sources across the local area helping to diversify and expand our funding base as well as developing relationships with local volunteer fundraisers and groups.

The postholder's activities contribute to ensuring Mary Ann meets its income generation targets whilst adhering to all regulatory responsibilities.

### **Principle Duties & Responsibilities:**

1. Work with the Head of Marketing & Income Generation / Marketing & Income Generation Team Lead, to support the income generation strategy and achievement of our budget.
2. Build strong relationships with local communities, businesses and schools to raise awareness and increase support and engagement with Mary Ann's work.
3. Develop productive partnerships with a range of organisations and relevant groups, promoting the work of Mary Ann widely to encourage engagement with the Charity.
4. Work with the wider Marketing and Income Generation Team to support community fundraising.
5. Work towards establishing a robust, group of local supporters to help drive the community fundraising strategy.
6. Attend fundraising, networking and other events as required, potentially in a wide range of locations requiring travel. This will involve some weekend and evening work.
7. Work with the Marketing & Income Generation Team to utilise all forms of media in the promotion of forthcoming events and the work of the charity.
8. Ensure all data and monitoring information is recorded using Mary Ann Evans systems, with emphasis on good record-keeping.
9. Work in strict accordance with Mary Ann Evan's values, policies and procedures.
10. Take responsibility for reporting all safeguarding concerns in accordance with Mary Ann Evan's Safeguarding Policy.
11. To undertake any other duty, which is appropriate to the job, when requested by the line manager.
12. The post holder will need to be prepared to travel within the area of work as required.

### **Key Working Relationships:**

- Marketing & Income Generation Team Lead
- Head of Marketing & Income Generation
- Marketing & Income Generation Team
- Retail Development Manager
- To work with other Mary Ann departments in raising awareness within the community about the hospice's work and care provided.
- Employees of Mary Ann
- Volunteers of Mary Ann
- Local Schools
- Local Businesses & Communities

**Standard Requirements of all Mary Ann Staff:**

- To be flexible and adapt to the needs of the department and your team.
- To maintain strict confidentiality and always adhere to data protection policies.
- To observe and maintain security procedures and to be aware of responsibilities towards Health & Safety, Hospice Policies and Procedures, and COSHH.
- Mary Ann operates a strictly no-smoking policy whilst on duty and on the premises.
- Exercise responsible stewardship of hospice resources.
- Attendance at meetings, events and activities may require the post holder to work beyond the normal hours/days of work on occasions – flexibility is essential.
- To have an understanding and demonstrate regard for Mary Ann's values, vision, mission, and strategic aims.
- Travel in the Warwickshire area, and on occasions within the UK, to fulfil role and attend/participate in training and personal development opportunities, using own vehicle or public transport, for which expenses will be met in line with policies.
- To maintain an effective and collaborative working relationship with other members of staff and volunteers.
- To participate in annual performance appraisal, where the job description will be reviewed, and objectives agreed.
- Take responsibility for ensuring the timely completion and/or attendance for all statutory and mandatory training requirements relevant to role as outlined by Mary Ann's Policy.
- To participate in surveys and audits as required by the service in relation to your role.
- Conform to conventional standards of professional uniform and business dress when representing Mary Ann.
- To accept temporary redeployment within any part of Mary Ann should the need arise ensuring hospice goals and objectives are met.

**This job description is intended to be the main guide to the principal duties and responsibilities of the post. It should not be seen as an exhaustive, inflexible, or prescriptive document. The employee shares with the employer the responsibility to suggest amendments as necessary to meet the changing needs of the hospice.**

**Signed Employee:**

**Date:**

**Signed Line Manager:**

**Date:**

## Person Specification

	Essential	Desirable
<b>Qualifications &amp; Training</b>	<ul style="list-style-type: none"> <li>GCSE or equivalent grade C/4 and above in English and Maths</li> <li>NVQ level 3 or above, or equivalent a relevant subject e.g. Marketing, Business or Communications.</li> </ul>	<ul style="list-style-type: none"> <li>Educated to degree level in a relevant subject e.g., Marketing, Business, or Communications</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>Demonstrable experience of engaging with different audiences and communities</li> <li>Experience of working on their own</li> <li>A solution approach to problem solving.</li> <li>Proficiency with using social media platforms, such as Facebook, , LinkedIn, and Instagram.</li> <li>Able to use MS Windows applications and publishing software to a good level.</li> </ul>	<ul style="list-style-type: none"> <li>Experience of working in a charity/fundraising environment.</li> <li>Awareness of safeguarding processes.</li> <li>Experience of using Canva, or a similar creative application</li> <li>Experience of updating websites.</li> </ul>
<b>Skills &amp; Knowledge</b>	<ul style="list-style-type: none"> <li>Excellent verbal and written communication skills</li> <li>Ability to verbally communicate with persons inside and outside the organisation.</li> <li>Networking skills</li> <li>Excellent interpersonal skills and enjoys meeting people.</li> <li>Attention to detail.</li> <li>Able to work on their own but also as part of a wider team with whom they can quickly build up trust and confidence.</li> <li>Able to demonstrate perseverance and resilience .</li> <li>Conscientious, methodical and organised.</li> <li>Flexible in approach and able to use initiative.</li> </ul>	<ul style="list-style-type: none"> <li>A good knowledge of the local area to help support the principal duties and responsibilities of the role.</li> </ul>



	<ul style="list-style-type: none"> <li>• Adaptable and capable of managing changing priorities and tasks.</li> <li>• The ability to communicate, at all levels, verbally and in writing, clearly and easily, both within and outside the organisation.</li> </ul>	
<b>Aptitudes &amp; Attributes</b>	<ul style="list-style-type: none"> <li>• Highly self-motivated with high expectations, passion, a positive attitude and a good sense of humour.</li> <li>• Friendly, professional manner conducive to forming good working relationships.</li> <li>• Good time management skills.</li> <li>• Ability to work with minimal supervision and able to manage own workload.</li> </ul>	
<b>Other Job Requirements</b>	<ul style="list-style-type: none"> <li>• Able to work flexibly or additional hours on occasions.</li> <li>• To be a non-smoker whilst on duty.</li> <li>• Hold a current clean driving licence. Expenses will be paid where travel costs are incurred as a necessary part of the role.</li> </ul>	