

JOB DESCRIPTION & PERSON SPECIFICATION

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

Job Title: Marketing and Income Generation Administrator
Responsible to: Marketing and Income Generation Team Lead
Accountable to: Head of Marketing and Income Generation / Chief Executive
Hours: Part Time (up to 30 hours per week)
Salary: £24,071 to £25,674 FTE (Pro rata) depending on experience.
Developed: March 2025

Mary Ann Values: I Matter

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 "I Matter" stays at the centre of its ethos.

<i>Individual</i>	<i>Matter, important</i>	<i>Appreciated</i>	<i>Trusted</i>	<i>Time invested</i>	<i>Engagement</i>	<i>Respected</i>
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Job Summary:

As an integral member of the Marketing & Income Generation Team you will carry out a range of administrative tasks to support the work of the Team, and to ensure our supporters have a positive experience.

You will be pro-active, organised, and flexible in your approach working across all aspects of the department's activities and be able to adapt to various tasks and changing priorities. You will also be required to assist in fundraising activities, maintain positive donor relations, assist with the creation of marketing and fundraising literature, produce correspondence, and support hospice events.

Principle Duties & Responsibilities:

1. To assist with processing donations from a variety of sources, writing acknowledgement letters to thank donors, and other general correspondence.
2. To assist with written campaigns to donors, both via email and letter, by producing correspondence, preparing data from our Donor CRM system and all whilst following GDPR guidance.
3. To assist in producing written and visual documentation using a variety of programs including MS Office, CRM systems and other in-house developed programs.
4. To assist with other general office duties including answering the telephone, face-to-face contact with patients, clients, and visitors.
5. To provide administrative support for meetings, including preparing paperwork, taking/distribution of minutes and ensuring deadlines and actions are met.
6. To assist with providing administrative and creative support to hospice events – some examples include Dying Matter week, Summer Fayre and Eternal Lights.
7. To attend, when necessary, fundraising and awareness events as a representative of the hospice. This may involve occasional evening or weekend work.
8. To work with other team members to provide co-ordinated support and direction to hospice volunteers.
9. Where appropriate be diplomatic, discrete, and sensitive and maintain confidentiality appropriately.
10. Ensure all data and monitoring information is recorded using Mary Ann Evans systems, with emphasis on good record-keeping.
11. Work in strict accordance with Mary Ann Evans's values, policies and procedures.
12. Take responsibility for reporting all safeguarding concerns in accordance with Mary Ann's Safeguarding Policy.
13. To undertake any other duty, which is appropriate to the job, when requested by the line manager.

Key Working Relationships:

- Marketing and Income Generation Team Lead
- Marketing and Income Generation Team
- Employees of Mary Ann Evans Hospice
- Volunteers of Mary Ann Evans Hospice

Standard Requirements of all Mary Ann Staff:

- 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
Qualifications & Training	<ul style="list-style-type: none"> English & Maths qualification Good standard of education. 	<ul style="list-style-type: none"> Qualification in Marketing, Communications or Event Planning.
Experience	<ul style="list-style-type: none"> Experience of delivering excellent administration support Previous telephone experience as this role will involve speaking to a variety of personnel. Cash handling experience. Experience of maintaining accurate records Able to work autonomously and as part of team Evidence of excellent communication and listening skills. 	<ul style="list-style-type: none"> Experience of using a CRM system or customer database. Basic GDPR knowledge/experience. Experience of working in charity/fundraising environment. Social Media content experience.
Skills & Knowledge	<ul style="list-style-type: none"> Excellent verbal and written communication skills, both verbally and in writing. Excellent Microsoft Office skills, including Word and Excel. Excellent attention to detail. Conscientious, methodical and well organised. Must be able to demonstrate an understanding of the need for confidentiality in all aspects of the work environment 	<ul style="list-style-type: none"> Creating posters, flyers, and other visual documents. Experience of using Canva would be an advantage.

<p>Aptitudes & Attributes</p>	<ul style="list-style-type: none"> • Self-motivated with high expectations, passion and a positive attitude • An excellent telephone manner • Resourceful and creative • A high level of accuracy and attention to detail • Ability to prioritise tasks and manage time effectively 	
<p>Other Job Requirements</p>	<ul style="list-style-type: none"> • Able to work flexibly with an occasional need to work additional hours. • Ability to work in non-smoking environment • Ability to occasionally travel within the local area, either by own car or public transport. Expenses will be paid where necessary travel costs are incurred. 	