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**PERSON SPECIFICATION**

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**JOB DESCRIPTION**

**Marketing Executive (Brand & Design)**

**Lauralynn**

LauraLynn, Ireland’s Children’s Hospice was formed in 2011 following the merging of the long standing Children’s Sunshine Home and the LauraLynn Foundation, and now comprises LauraLynn Hospice Service and LauraLynn Disability Services. All services are run from our main campus in Leopardstown, Dublin 18.

Our Hospice Service provides specialised palliative care to children with life-limiting conditions and support to their whole family. We also offer a range of bereavement care, supports and events.

Our Disability Services comprises Willow View – a residential care service that is home to seven adults with complex disabilities - and Hazel House - a residential and respite care service for children with complex disabilities. While our Disability Services are funded by the Health Services Executive (HSE) our Hospice Service is mainly funded through fundraised income and private donations, supplemented with some statutory funding.

LauraLynn is a learning organisation with a volunteer ethos, with highly trained volunteers supporting staff in all aspects of the organisation’s work.

**Vision**

To make every day better for those in our care

**Mission**

To provide a Community of Care that delivers:

* Evidence-based, personalised services to children with palliative care needs, complex care needs

& complex disabilities and

* Related family support services and
* A home to our residents where quality of life is paramount

**Values**

* Compassion
* Collaboration
* Excellence

**P E R S O N S P E C I F I C A T I O N**

**Job Title:**  **Marketing Executive (Brand & Design)**

**Grade:**   **Grade V**

**Department:**  **Marketing and Communications**

**Report To:**  **Marketing Manager**

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| **Factor** | **Essential** | **Desirable** |
| **Education & Experience** | * Degree / 3rd Level qualification in Design, Marketing or related field
* 3-4 years’ experience in a similar Marketing role including graphic design and brand management within the last 5 years.
* Proven record of leading tradition marketing campaigns materials (including designing materials, traditional advertising planning and working with third party suppliers)
* Experience of creating multi-media content including, but not restricted to, illustration, infographics, video and/or photography.
* Experience of using design tools (including use of Photoshop, InDesign, Illustrator, Canva and similar)
* Experience in producing campaign evaluations and applying learnings
* Ability to work as part of a team as well as on your own initiative
 | * Knowledge/experience of video creation and editing
* Experience working for/with charities or non-profit organisations (experience in supporting fundraising activities highly desirable)
* Previous experience in a healthcare /public sector
* Clean driving licence
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| **Skills/Abilities** | * **Communication** - Highly developed communication skills (spoken, written, public speaking and presentation). Proven ability to tailor and target messaging to multiple audiences
* **Planning and organising** - Strong planning and organizational skills and the ability to work with others, work to tight deadlines and handle multiple concurrent projects/activities
* **Attention to Detail**- Achieves thoroughness and accuracy when accomplishing a task through concern for all the areas involved
* **Flexibility -** Openness to different and new ways of doing things; willingness to adapt preferred way of doing things when needed
* **Professionalism** - Ability to deliver professional products on short deadlines, content development, writing and editing skills
* **Technology awareness** – Excellent computer & role related software skills, including: MS Teams, Office 365, Design (Canva, InDesign etc.), video editing (Filmora, Adobe Premier etc), email marketing (Campaign Monitor, Mail Chimp etc.), CMS (Drupal, WordPress) and digital asset management (Canto)
* **Building Collaborative** **Relationships** - The ability to develop, maintain, and strengthen partnerships with others inside or outside the organisation
 | * **Influencing** **-**The ability to gain others’ support for ideas, proposals, projects, and solutions
* **Judgment/decision-making** - Demonstrated ability to apply good judgment in the context of assignments given
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| **Knowledge & Understanding** | * Metrics-driven marketing mind with an eye for creativity
* Understanding of the charity/not-for-profit sector and fundraising/income generation.
* Strong understanding of the legal and regulatory requirements for the role
* Understanding of current industry benchmarks and trends in marketing
 | * Understanding of the complexities and sensitivities of children’s palliative care/child & family issues
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| **Values** | * Must possess the LauraLynn values of compassion, collaboration and excellence and demonstrate these in the course of their employment
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**J O B D E S C R I P T I O N**

**Job Title:**  **Marketing Executive (Design)**

**Grade:**   **Grade V**

**Department:**  **Marketing and Communications**

**Report To:**  **Marketing Manager**

**SUMMARY**

We are seeking an experienced and innovative marketing executive with significant design experience to bring LauraLynn’s brand to life with excellence. The successful candidate will work on a diverse range of creative projects from concept to completion, in collaboration with marketing and communications colleagues, the fundraising team and other key internal stakeholders. In this role you will act as Brand Champion and be responsible for helping to design and optimize our marketing activities. You will add to the capabilities of the team through photography, videography and/or illustration skills and experience.

**DUTIES AND RESPONSIBILITIES**

**Design**

* Design and creation of printed corporate and fundraising collateral (incl; brochures, flyers, infographics, presentations etc.) in collaboration with Fundraising Team and Marketing and Communications Coordinator.
* Undertake graphic design of promotional and branding collateral in collaboration with third party graphic designers and website designers (e.g. annual report, model of care, Identify, create and manage collateral and merchandise to support fundraising and marketing work.
* Pro-actively promote and protect the LauraLynn brand, the organisation and its programme of work, communicating its pivotal role and benefits to children, families and the wider community. Work with the marketing and communications and the fundraising teams to deliver the marketing and communications plans that support the organisational and fundraising strategies.
* Work with the fundraising team to ensure that suitable marketing and promotional materials are available for general fundraising as well as events and campaigns.
* Act as main proof reader and copywriter for any LauraLynn related marketing materials.

**Brand**

* Ensure the implementation of LauraLynn Brand Guidelines and the protection of the company image, positioning and integrity of the brand across all departments, communications and channels (online and offline).

**Marketing**

* Work with the Marketing Manager, marketing and communications and fundraising teams to deliver a marketing plan in support the organisational and fundraising strategies.
* Create, implement and monitor ongoing marketing campaigns and related events including Children’s Hospice Week, LauraLynn Thank You Week, Christmas Jumper Day, Donor Open Days etc.
* Liaise with relevant team members from across LauraLynn to create content and coordinate marketing activities.
* Measure and report performance of marketing campaigns, in collaboration with team members, including periodic market research.
* Act as central point of contact for securing advertising requirements.
* Manage external agencies as required (e.g. graphic design, market research).

**Team**

* Support the Marketing Manager and wider Marketing and Communications team to achieve team and organisational goals
* Actively participate and contribute to the Fundraising team and other internal and external working groups you may participate in

**General**

* Manage your learning and development in line with your role and personal goals.
* Positively promote LauraLynn in all activities.

**Health and Safety**

In respect of Health and Safety these duties must be performed in accordance with LauraLynn’s health and safety policy. In carrying out these duties the employee must ensure that effective safety procedures are in place to comply with the Health, Safety and Welfare at Work Act. Staff must carry out their duties in a safe and responsible manner in line with LauraLynn Policy as set out in the safety statement, which must be read and understood.

**Quality, Risk and Safety Responsibilities**

It is the responsibility of all staff to:

* Participate and cooperate with legislative and regulatory requirements with regard to Quality, Risk and Safety
* Participate and cooperate with LauraLynn Quality and Risk and Safety initiatives as required
* Participate and cooperate with internal and external evaluations of the centres structures, services and processes as required, including but not limited to, The National Hygiene Audit, National Decontamination Audit, Health and Safety Audits and other audits specified by the HSE or other regulatory authorities
* To initiate, support and implement quality improvement initiatives in their area which are in keeping with LauraLynn quality, risk and safety requirements.

**Specific Responsibility for Best Practice in Hygiene**

Hygiene in healthcare is defined as *“the practice that serves to keep people and the environment clean and prevent infection. It involves preserving ones health, preventing the spread of disease and recognising, evaluating and controlling health hazards”.*

* It is the responsibility of all staff to ensure compliance with LauraLynn hygiene standards, guidelines and practices.
* Department heads/managers have overall responsibility for best practice in hygiene in their area
* It is mandatory to attend infection control training yearly

The above job description is not intended to be a comprehensive list of duties and responsibilities and consequently the post holder may be required to perform other duties as appropriate to the post which may be assigned to him/her from time to time and to contribute to the development of the post when in office. This job description may change in line with the changing needs and objectives of the organisation**.**

**Flexibility:**

This post requires a high level of flexibility to ensure the delivery of an effective and efficient service. Therefore the post holder will be required to demonstrate flexibility on occasion as and when required by their manager.

**Dignity and Welfare of Patients:**

As a health care provider all staff are expected to behave towards service users and their families in a caring, professional and responsible manner. In line with the Trust in Care policy it is the duty and responsibility of all employees of LauraLynn, including this post holder, to report any concerns for the safety and welfare of patients to their line manager or head of department.

**Dignity at Work:**

All members of staff at LauraLynn have a right to be treated with dignity and respect and to work in a safe environment which is free from all forms of bullying, sexual harassment and harassment. Thus all staff, including this post holder, have a responsibility to help maintain such a working environment. All employees must comply with the national/LauraLynn Dignity at Work policy and ensure that their behaviour does not cause offence to fellow workers or any person with whom they come into contact during the course of their work.

**Confidentiality:**

In the course of his / her employment, the person appointed may have access to or hear information concerning the medical or personal affairs of service users or staff or other health service business. Such records or information are strictly confidential and unless acting on instructions of an authorised officer on no account must information be divulged or discussed except in the performance of normal duty. In addition records must never be left in such a manner that unauthorised persons can obtain access to them and must be kept in safe custody/destroyed in accordance with policy when no longer required.

**Dress Code / Uniform:**

Attire and personal appearance must, at all times, conform to a standard LauraLynn considers appropriate. Staff attached to certain departments may be required to wear a uniform or other protective clothing. Where applicable any such requirements as detailed by the immediate supervisor must be adhered to at all times.

**Hygiene:**

Being a health institution hygiene plays a central role in maintaining a clean and healthy environment for our service users, families, visitors and staff. All employees of LauraLynn must always be mindful of their responsibility to maintain a high standard of hygiene including personal hygiene and as part of their role within the organisation.

**Healthcare Associated Infections (HCAIs)**

In order to reduce the risk of HCAIs, compliance with Infection Prevention and Control policies and the attendance at infection control training, are essential for all staff members. It is paramount that each staff member practice good hand hygiene techniques. Staff members have a responsibility to report any obstacles to maintaining high standards of Infection Control and hand hygiene to their line manager or Infection Control Team

**Quality:**

To ensure the provision of the highest possible quality of service to our patients, all employees at LauraLynn have a responsibility to ensure adherence to and participation in internal and external quality control and assurance programmes on an ongoing basis.

**Note: This job description is an outline of current broad areas of responsibility and accountability and should not be regarded as a comprehensive listing. As the role develops in the organisation this job description may be reviewed in light of possible new structures and/or changing needs of the organisation.**

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| **Terms and Conditions**  |

**Tenure:**

This is a **Permanent** contract of employment.

**Remuneration:**

**Grade V** of the ***HSE Consolidated Pay Scales***as of 1st October 2022.

Please note that whilst this position is not HSE/public funded the salary is linked to the national HSE payscales. Payment is made on a monthly basis (last Thursday) by credit transfer.

**Hours:**

Full-time, 35 hours per week.

**Annual Leave:**

30 days per annum.

**Pension Scheme:**

Membership of superannuation (pension) scheme is compulsory. Superannuation contributions at the appropriate rate will be payable in accordance with the provisions of the determined pension scheme. Further information will be issued upon appointment to the role.

**Retirement Age:**

Retirement age will be determined by the superannuation scheme a new employee is aligned to. Further information will be issued upon appointment to the role.

**Health:**

A candidate for and any person holding the office must be fully competent and capable of undertaking the duties attached to the office and be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service.

**Garda Vetting:**

Arrangements have been introduced, on a national level, for the provision of Garda Clearance in respect of candidates for employment in areas of the Health Services, where it is envisaged that potential employees would have substantial access to children or vulnerable individuals. The successful candidate will be required to complete a Garda Vetting form prior to starting with LauraLynn.