**JOB DESCRIPTION**

**JOB TITLE:** Communications and Marketing Assistant (12-Month Student Placement)

**GRADE/BAND:** Band 2

**LOCATION:** Pinderfields Hospital (Charity Hub, Level B)

**RESPONSIBLE TO:** Fundraising Manager

**ACCOUNTABLE TO:** Associate Director of Charity and Partnerships

**JOB PURPOSE**

This is a 12-month student placement opportunity within MY Hospitals Charity, providing valuable hands-on experience in marketing, communications, and fundraising support. The role will involve developing and distributing engaging content, assisting with social media management, supporting events and campaigns, and contributing to the charity’s wider marketing and communications activities. The successful candidate will also provide administrative support to ensure the efficient daily running of the charity team.

**Professional**

* Maintain a professional appearance in line with the Trust dress code
* Uphold the Trust’s values and behaviours (available on the Trust web site) and behave in a manner fitting with the responsible position of the role, maintaining the public confidence
* Maintain professional and courteous working relationships with staff and respect the equality and diversity of each and every person he/she comes into contact with in the course of his/her business
* Uphold the privacy and dignity of the client group and respect equality at all times.

**2. Key Responsibilities**

**Social Media and Digital Content**

* Create, schedule, and publish engaging content across MY Hospitals Charity’s social media platforms (Facebook, X, Instagram, LinkedIn).
* Monitor and respond to social media interactions and messages, escalating where necessary.
* Track social media engagement and produce monthly performance reports with insights and recommendations.
* Source, capture, and edit images and videos for use across digital channels.
* Stay up to date with social media trends and suggest new ideas to improve engagement and reach.

**Website and Digital Marketing**

* Assist with updating the charity’s website content, including news stories, events, appeals, and donor acknowledgements.
* Support the creation and distribution of digital newsletters and email marketing campaigns using approved tools.
* Help maintain accurate contact lists and subscriber databases in line with data protection regulations.

**Campaigns and Promotion**

* Support the planning, delivery, and promotion of fundraising appeals, charity events, and awareness campaigns.
* Produce marketing materials such as posters, flyers, donor packs, event signage, and digital graphics.
* Help develop content for internal Trust communications, including staff bulletins, newsletters, and digital screens.

**Storytelling and PR**

* Assist with gathering and writing case studies, patient stories, donor highlights, and project updates.
* Draft press releases, blog posts, and articles for both internal and external use.
* Help build a library of marketing assets including photography, videos, and testimonials.

**Brand Management**

* Ensure all content and materials are consistent with MY Hospitals Charity’s brand guidelines.
* Support the monitoring of marketing activity for consistency and compliance with Trust and NHS policies.

**Fundraising and Administrative Support**

* Provide a friendly and professional welcome to visitors, donors, and beneficiaries contacting the charity.
* Handle telephone, email, and in-person enquiries promptly and courteously.
* Maintain accurate records on Trust systems and charity databases.
* Assist with the management and distribution of incoming and outgoing post.
* Support event organisation including invitation mailings, venue arrangements, and day-of-event assistance.
* Attend donation handovers, take photographs for use in marketing materials, and help distribute donated items.
* Support with minute taking and preparation of meeting resources where required.

**3. Resources and Finance**

* The post holder will ensure the proper use of the Trust’s resources such as stationery, telephone usage, photocopying and other consumables in the course of business, ensuring minimal waste and minimal cost.

**4. Organisational Responsibilities**

* To maintain the confidentiality of the Trust in respect of patient and staff information obtained at all times, and use such information only as authorised for specific purposes. Report any concerns about the use of such information to the senior manager.
* All staff at Mid Yorkshire Teaching NHS Trust have the responsibility for safeguarding adults, young people, children and unborns. This includes all employees:
* Having an understanding of relevant safeguarding policies, including the Mental Capacity Act policy
* Attending all mandatory safeguarding training in accordance with their role
* Having a responsibility to recognise and act upon any safeguarding/child protection concerns
* Comply with all Trust and charity policies, including Health and Safety, Information Governance, and Equality, Diversity & Inclusion.

**5. Personal Responsibilities**

* The post-holder is responsible for taking reasonable care with regard to himself/herself as well as for any colleagues, children or visitors who might be affected by any act or failure to act by the post-holder in accordance with the Trust’s policies on Health and Safety at Work.
* To report any accident, untoward incident or loss relating to staff, children or visitors according to Trust policies.
* To undertake in-service training relevant to the post.
* Comply with Trust Policies and Procedures.

**6. Area of work**

* The post holder will be required to undertake training events at any site across the trust
* Occasional evening or weekend working may be required to support charity events (with appropriate notice and time off in lieu).

**7. Staff Development, Training and Education**

* The post holder will be required to undertake mandatory training and is responsible for keeping this training up to date
* The post holder will have an appraisal of performance each year and will be responsible for agreeing a development plan in line with the Trust’s (KSF) Knowledge & Skill Framework, in agreement with their manager or immediate supervisor. The development plan will be reviewed each year.
* The Trust will provide assistance and agreed development to enable the post holder to achieve their objectives and standards in line with the development plan
* If the post holder feels he/she is not achieving their objective as agreed in the development plan they will bring it to the attention of their supervisor or manager at the earliest opportunity.

**8. Health and Safety**

* Work in accordance with Health and Safety regulations at all time
* Report any incidents of breaches of Health and Safety and report any dangerous acts or omissions that are seen in the course of duty that compromise the Health and Safety of staff or patients using the Trust Health and Safety policy
* Comply with audit recommendations and risk assessment recommendations to make the workplace and work practice safer
* Assist when required to do so, in any risk assessment activity undertaken.

**TERMS AND CONDITIONS OF SERVICE**

The post holder will be required to work at any location where the Trust provides services.

All professional and managerial staff are required to work in accordance with their particular Code of Conduct. Failure to do so may result in disciplinary action (please refer to disciplinary policy for further information).

In carrying out their duties the post holder must promote equality of opportunity and take every opportunity to eliminate discrimination.

The post holder is required to keep confidential all information and documentation relating to either a patient, a member of staff or Directorate’s business, which he/she comes into contact with.  All staff are expected to respect the requirements of the Data Protection Act 1998, as this incorporates the need for a high standard of data quality, confidentiality and information security.

The Trust adopts a “bare below the elbow policy”. The trust expects that all staff adhere to the policy in the clinical areas and settings where health care is provided e.g. the patients own home. The policy statement is accessible on the intranet and defines the clinical area. Individuals can expect to be challenged if they are observed not to be adhering to the policy statement.

The post holder is responsible for taking reasonable care with regard to him/her as well as for any colleagues, patients or visitors who might be affected by any act or failure to act by the post holder in accordance with the Trust’s policies or Health and Safety at Work.

These duties and responsibilities are neither exclusive nor exhaustive and management reserve the right to require staff to undertake other duties and responsibilities consistent with the grade of the post in consultation with the

post holder.

This job description is an outline of the duties and conditions of the post and may be subject to change in detail or emphasis in the light of future developments.

**Continuing Professional Development**

The post holder will be expected to undertake ongoing personal, professional and management development in line with the responsibilities of the post.

**Smoke Free Policy**

Mid Yorkshire Teaching NHS Trust has a Smoke Free Policy

Smoking is not permitted: -

* Inside any building owned or used by or in areas used by Mid Yorkshire Teaching NHS Trust staff in buildings shared with other organisations
* In the grounds and car parks of premises of Mid Yorkshire Teaching NHS Trust
* In the entrances of any Mid Yorkshire Teaching NHS Trust buildings
* In the immediate areas outside Mid Yorkshire Teaching NHS Trust
* In vehicles owned or leased by Mid Yorkshire Teaching NHS Trust

Staff are not permitted to smoke whilst in uniform and / or wearing a staff badge in areas where they can be seen by the public.

A copy of the full policy is available.

In the unlikely event of a member of staff not respecting the policy, their line manager will attempt to resolve the situation informally, in the first instance. Repeated breaches of the policy may result in disciplinary procedures being instigated.

Any member of staff wishing to stop smoking can contact the Stop Smoking Service

**WYAAT**

Mid Yorkshire Teaching NHS Trust is part of the West Yorkshire Association of Acute Trusts (WYAAT), a collaborative of the NHS hospital trusts from across West Yorkshire and Harrogate working together to provide the best possible care for our patients.

By bringing together the wide range of skills and expertise across West Yorkshire and Harrogate we are working differently, innovating and driving forward change to deliver the highest quality care.  By working for Mid Yorkshire Teaching NHS Trust this is your opportunity to be a part of that change.

WYAAT is the acute sector arm of the West Yorkshire and Harrogate Health and Care Partnership, one of the largest integrated care systems in the country. The Partnership’s ambition is for everyone to have the best possible health and wellbeing, and the work of WYAAT, and each individual trust, supports that ambition.

**PERSON SPECIFICATION**

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| **POST TITLE:** Communications & Marketing Assistant **POST REF NO. LOCATION:** Pinderfields Hospital |
| **Attributes** | **Essential** | **Desirable** | **How Identified** |
| **Qualifications** | Good general education to include GCSE (or equivalent) in English Language and MathsCurrently studying a university degree (Marketing, Communications, PR, Business or related subject) | Marketing/social media related courses | Application formInterview |
| **Experience** | Experience of creating social media contentExperience of good customer or public service careWorking knowledge of IT systems (e.g. Microsoft Office) | Previous experience in an administrative or marketing/communications roleExperience working in healthcare or charity sectorWillingness to learn charity computer software systems | Application formInterviewReferences |
| **Knowledge and Awareness** | Understanding of confidentiality and data protectionAwareness of the role of marketing and communications in a charity settingAwareness of own limitations and when to seek support | Awareness of Health & Safety issuesAwareness of risk and safeguarding principlesKnowledge of content scheduling platforms (e.g. Buffer, Hootsuite) | Application formInterviewReferences |
| **Skills and Abilities** | Strong written, verbal, and telephone communication skillsKeyboard and IT literacy skillsAbility to manage demanding workloads and prioritise tasks effectivelyAbility to develop and maintain positive working relationshipsWillingness to take on varied tasksAttention to detail in producing accurate content and records | Organisational skills with proven examplesCreativity in developing digital contentBasic photography/graphic design skills (e.g. Canva or similar tools) | Application formInterview |
| **Personal Attributes** | Friendly, approachable, and professional mannerRespectful of colleagues, supporters, and service usersEnthusiastic, adaptable, and reliable | Ability to work both independently and as part of a small team | ReferencesInterview |
| **Other** | Ability to satisfy Occupational Health screeningFlexible and adaptable to meet the needs of the serviceUnderstanding of the importance of maintaining confidentiality | Full UK driving licence (desirable for travel between hospital sites) | Application formInterview |