

Job Description

Job Title: Bank Promotions Officer

Reporting to: Marketing Projects Manager

Job purpose: Our Vision is to make every day the best day possible for patients, and those closest to them, living with life-limiting illnesses in South Devon. As the Bank Promotions Officer, you will support this by increasing the visibility of Rowcroft Hospice's events, projects, and campaigns through promoting initiatives within the community, fostering engagement with local businesses, community groups, and the general public to drive participation and support for various Rowcroft activities.

Our Values:

Honesty & Integrity Generosity of Spirit Respect Team Player

Key Roles and Responsibilities

- 1. Community Promotion**
Proactively engage with local businesses, sports groups, community organisations, and individuals to promote Rowcroft events, projects, and campaigns.
Distribute promotional materials and engage with potential participants to drive support and increase sign-ups.
- 2. Collaborative Strategy**
Work closely with the Marketing Projects Manager and the designated lead for each event, project, or initiative to align promotional efforts with campaign goals.
Provide regular progress updates, adapting strategies to meet needs and opportunities.
- 3. Impact Reporting and Analysis**
Track the effectiveness of promotional activities, capturing insights and providing recommendations to enhance outreach and engagement tactics.
- 4. Take reasonable care for your own safety and the safety of others.** Adhere to all Health & Safety requirements, including Covid-19 secure processes and procedures.
- 5. Promote a culture of continuous learning and development and wellbeing.** Identify your own learning and development needs and ensure your mandatory and essential training is up to date. Help to create an environment that is continually critically questioning practice and promoting learning.
- 6. Play an active part in team meetings and ensure your mandatory and other relevant training is kept up-to-date.**



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This list can never be exhaustive but covers most of the work you'll be doing - always with talent, initiative and a commitment to great customer service.

Infection Prevention

All Rowcroft Hospice employees in both clinical and non-clinical roles are required to adhere to the Infection Prevention and Control Policies and make every effort to maintain high standards of infection control at all times to reduce the burden of Healthcare Associated Infections including MRSA.

You agree to the following:

1. To decontaminate your hands prior to and after direct patient care or contact with the patient's surroundings;
2. To take part in mandatory infection control training provided;
3. To responsibly manage your own infections (other than common colds and illness) that may be transmittable to patients, including to contact Occupational Health for guidance.

Place of work:

This role has been identified as a flexible worker (role could be carried out at a Rowcroft site or at home, subject to the varying needs of the role, will spend planned time at Rowcroft sites).

This will be fully discussed and agreed with the postholder to meet individual and business needs.



**Person Specification
Bank Promotions Officer**

Attributes	Essential	Desirable
Qualifications and Training	<ul style="list-style-type: none"> • Good general level of education • Clean driving licence 	<ul style="list-style-type: none"> • Training in sales, marketing, or event promotion
Knowledge and Skills	<ul style="list-style-type: none"> • Strong understanding of marketing and promotional strategies • Excellent communication and interpersonal skills. • Ability to effectively engage and negotiate with businesses and community groups. • Organisational and planning skills, with the ability to manage multiple tasks simultaneously. 	
Experience	<ul style="list-style-type: none"> • Experience in a sales, marketing, or promotion roles • Experience working with community groups or local businesses. 	<ul style="list-style-type: none"> • A track record of achieving targets in a promotional or sales role.
Personal Requirements	<ul style="list-style-type: none"> • Access to own transport. • Availability to attend events promoted. • A proactive, driven individual who is comfortable working independently and demonstrates initiative. • Flexibility and adaptability to changing workloads. • A commitment to the vision and values of the hospice. • Strong empathy and understanding of the hospice's mission and the needs of its patients and families. • Leadership through creative problem solving, a positive can-do attitude and a willingness and desire to ensure all who come into contact with Rowcroft have the best possible experience. • Proven ability to be part of a committed and hardworking team in line with the ethics and values of Rowcroft Hospice, acting in the best interests of Rowcroft at all times. 	



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