

Marketing Coordinator

JOB DESCRIPTION

Job title:	Marketing Coordinator
Hours:	35 hours per week
Salary Range:	£24,000 to £27,500 p.a depending on experience
Based at:	Crossbeck House, High St, Middlesbrough TS6 9DA
Flexible working:	Some working from home considered after probation period, but majority of work office-based at above address.
Responsible to:	Senior PR and Communications Co-ordinator

ABOUT ZOE'S PLACE

Zoe's Place is unique, we are the only baby specific Hospices in the U.K., with hospices located in Coventry and Middlesbrough and strive to promote and maintain our commitment to the local communities in each area.

We're incredibly proud of our hospices. We provide palliative, respite, and end of life care to children aged 0 – 5 years old with life-shortening or life-threatening conditions. With our team of specialist nurses offering 24-7 care and support, we've created a safe, caring and fun place, where parents know that their child will receive the best care possible - a home away from home.

THE ROLE

We're looking for an energetic and creative Marketing Coordinator who lives and breathes great content. This is a hands-on role where no two days are the same. You'll be responsible for creating engaging marketing campaigns, producing compelling digital content, growing our social media presence, capturing powerful stories, and showcasing the incredible work of Zoe's Place.

You'll have a strong understanding of current social media trends and know how to create authentic, engaging content that resonates across platforms including Facebook, Instagram, TikTok, LinkedIn and other emerging channels.

Most importantly, you'll be confident building relationships with families, supporters, fundraisers, volunteers, corporates and staff to uncover inspiring stories that bring our mission to life.

JOB SUMMARY

What We're Looking For

The ideal candidate is someone who naturally spots a great story before anyone else does. You'll enjoy meeting new people, making them feel at ease and bringing their experiences to life through powerful content.

You'll understand that today's audiences want authentic, **human** stories rather than polished corporate messaging. You'll know what content works, what trends are worth embracing, and how to adapt content for different audiences while maintaining the dignity, compassion and values of Zoe's Place.

If you're passionate about creating meaningful content that makes a genuine difference, we'd love to hear from you.

KEY RESPONSIBILITIES

- Plan, create and deliver engaging marketing campaigns that raise awareness of Zoe's Place and support fundraising activities/events.
- Develop, manage and grow our social media channels with fresh, creative and trend-led content.
- Keep up to date with current social media trends, platform updates, content formats and best practice to ensure Zoe's Place remains relevant and engaging.
- Produce high-quality photography and videography that captures the emotion, impact and personality of our work.
- Edit photos and videos into compelling content suitable for multiple digital platforms.
- Create reels, short-form videos, interviews, behind-the-scenes content and campaign assets.
- Write engaging copy for social media, website content, newsletters, press releases and marketing materials.
- Build meaningful relationships with families, supporters, volunteers, staff, fundraisers and corporate partners to identify and capture impactful stories.
- Conduct interviews confidently and sensitively, helping people feel comfortable sharing their experiences on camera or in writing.
- Attend fundraising events, community activities and hospice events to capture live content and create real-time social media coverage.

- Work closely with fundraising teams to promote campaigns, events and appeals. Some events or weekends depending on the requirements for scheduled events.
- Maintain brand consistency across all marketing materials and communications.
- Monitor social media performance and campaign analytics, using insights to continually improve engagement and reach.
- Assist with website updates and digital content management.
- Ensure all marketing activity complies with GDPR, safeguarding, consent and brand guidelines

PERSON SPECIFICATION

CRITERIA	ESSENTIAL	DESIRABLE
Qualifications	Essential • Experience in a marketing, communications or social media role. • Excellent knowledge of current social media platforms, trends, algorithms and emerging digital content. • Proven ability to create engaging, high-performing social media content. • Strong photography and videography skills with an excellent creative eye. • Experience editing video content for social media using platforms such as Adobe Creative Suite, Canva, CapCut or similar. • Excellent written and verbal communication skills. • Confident interviewing people and capturing authentic stories with warmth, empathy and professionalism. • Outstanding interpersonal skills with the ability to build strong relationships with a wide range of people.	Desirable • Knowledge of Meta Business Suite, Google Analytics and email marketing platforms. • Graphic design/ Marketing Material creation experience. • Experience managing paid social media campaigns.

	• Highly organised with excellent attention to detail. • Able to manage multiple projects and achieve deadlines. • Creative thinker with the confidence to generate new ideas and identify marketing opportunities. • Comfortable working independently while also contributing as part of a collaborative team.	
Other	• Full clean driving licence • Access to a car • Clear DBS check	

Benefits

- Salary of circa £24,000 to £27,500 per annum.
- 5% salary employer pension contribution p/a.
- 27 days annual leave plus all statutory English bank holidays.
- Hospice closure between Christmas and New Year (annual leave allowance must be used).
- Mileage paid at 55p per mile for business miles.
- Free, on-site parking.
- Employee assistance programme and free counselling for employees and their family members (limited availability).
- Death in service benefit after six months of service.