

**Pendleside
Hospice**

Care, compassion and support



J O B V A C A N C Y

**Marketing
Assistant
Apprentice**

www.pendleside.org.uk

AWARDS & ACCREDITATIONS



Inspected and rated

Outstanding ★

CareQuality Commission

PBA

PENDLE BUSINESS AWARDS

2024

NOT FOR PROFIT AWARD

Employer of the Year 2022

BURNLEY BUSINESS AWARDS 2022

Marketing Assistant Apprentice Fixed 18-month Contract

**37.5 hours | Over 5 days
Annual Salary £17,597**

Thank you for your interest in the Marketing Assistant post at Pendleside Hospice. We hope you find all the information you need in this pack, to help you decide if you are the right person for this inspiring and exciting role.

Pendleside Hospice was founded as a charity in 1988 and is one of the principal providers of palliative and end of life care services to adults in Burnley and Pendle. Pendleside is widely known throughout the local area and is held in deep affection by the local community. It is truly a privilege to work here.

All our care is free of charge to the patients and their families and carers but, of course, it isn't free to provide, and most of it is funded through the generosity of the local community in which we serve. This financial year, it will cost more than £6.8 million to run Pendleside Hospice, and less than 20% of those costs will come from government funding.

To help us continue providing this care, we're expanding our marketing team and we're looking for a confident and ambitious individual, with strong communication skills and a flair for content creation.

Supporting our Communications & Marketing Manager, you'll play a key role in developing Pendleside's marketing activity - sharing powerful stories, boosting our online presence, and helping drive support for our services and fundraising events that make our care possible.

This appointment is a valued one for the Hospice and we want to be sure of finding the right person. However, we recognise it is probably also a big step for you. So, if you wish to know more you can email louisa.mayor@pendleside.org.uk or phone **01282 440 155**.

Thank you for your interest in Pendleside Hospice.

Louisa Mayor

Head of Income Generation

ABOUT US

OUR MISSION:

Pendleside exists to enhance the quality of life for people living in our community with advancing long term and life limiting illnesses, through to end of life and in bereavement.

OUR VISION:

Every adult with advancing long term and life limiting illnesses and those most important to them within our community will receive timely and equitable access to high quality services, delivered by appropriately trained staff and volunteers.

PHILOSOPHY OF CARE:

Pendleside endeavours to promote and enhance quality of life for people with advancing long term and life limiting illnesses and those important to them. It does this by delivering specialist and holistic palliative and end of life care, which addresses each person's individually assessed physical, psychological, social and spiritual needs.

Our care is planned and continually monitored to ensure appropriateness as needs may change. Effective communication with the people we serve is fundamental to our relationship with them. Their confidentiality, privacy, dignity and choice are respected at all times.

Our multi-disciplinary approach facilitates integrated support in our inpatient, outpatient, day service, community and family support services, in collaboration with other local care providers.

Care is underpinned by relevant research, best practice guidance and professional codes of practice.

OUR AIM:

To provide the highest quality services possible to our local community, which are easily accessible to all who need them.

To achieve this through the five pillars of Pendleside: -

Proud to be Pendleside
Community collaboration
Care delivery
Governance
Sustainability

OUR VALUES:

Our values underpin everything that we do:

- **Care**
We ensure a professional standard of high quality care provision delivered with kindness, dignity and respect
- **Compassion**
We ensure that a compassionate and a non-judgemental approach remains central to the delivery of our services

- **Support**

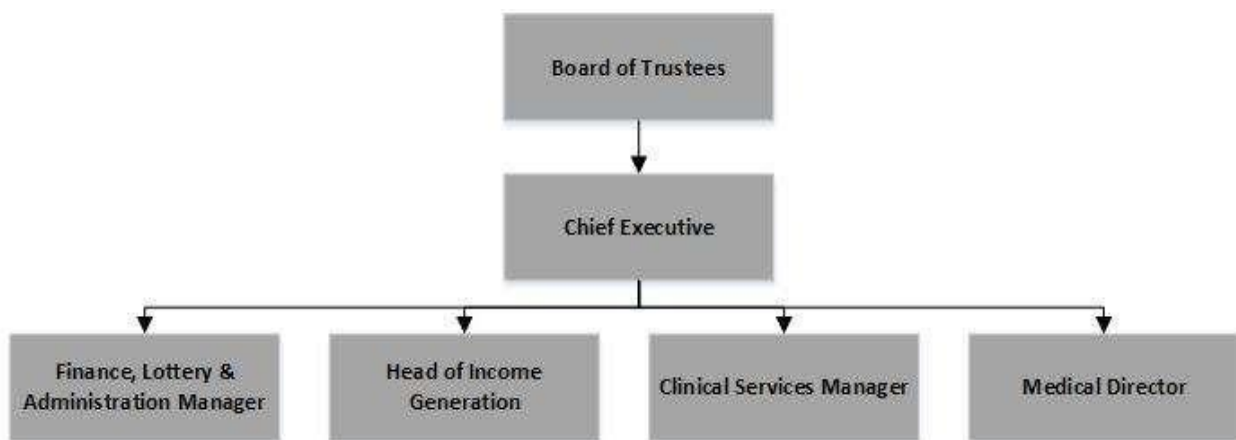
We ensure that people are listened to, their contribution valued and that necessary support is provided according to each individual need.

OUR PEOPLE:

Pendleside is governed by a Trustee Board that takes overall responsibility for its work and managed by a Senior Management Team.

The Board of Trustees is made up of volunteers with particular skills and expertise in a variety of fields and led by a Chairman.

The Senior Management Team is led by the Chief Executive and has four other members with specific responsibilities.



Pendleside currently has 140 employees across the organisation. In addition, we have several staff work under Practising Privileges agreement and the Hospice has a Bank of Registered Nurses and Auxiliary Nurses.

Volunteers are an integral part of the Hospice Team with over 450 active volunteers, each one playing an invaluable role either within the Hospice and/or our local community.

OUR SERVICES:

Pendleside cares for over 2000 people each year, across a number of services. These include:

- Inpatients
- Hospice at Home
- Health, Wellbeing & Rehabilitation
- Outpatients
- Complementary Therapy
- Family Support
- Admiral Nursing Service (Dementia)

- Psychological Support
- Bereavement Support

Clinical services are available to adults, 18 years and over. In exceptional circumstances patients between the age of 17 and 18 will be allowed to access Hospice services. This will be assessed on an individual basis and only agreed when access to external children's services is not appropriate.

The Family Support and Bereavement Service provide support to children, adolescents and adults.

Services are supported by Pendleside's Catering and Domestic, Maintenance, Finance and Administration, Fundraising and Retail teams.

JOB DESCRIPTION

JOB TITLE:	Marketing Assistant Apprentice
REPORTS TO:	Communications & Marketing Manager
REPORTED TO BY:	N/A

ABOUT THE APPRENTICESHIP

This role is supported by the **Level 3 Multi Channel Marketer course (ST1031)**, a nationally recognised qualification equivalent to A Levels. The apprenticeship combines **paid, meaningful work** with structured learning and professional development.

You will:

- Work towards a **Level 3 qualification**
- Spend around **20% of working time** on off-the-job learning
- Receive training from an approved apprenticeship training provider (Burnley College)
- Gain practical experience across fundraising and business support functions

The apprenticeship develops the skills and behaviours needed to secure financial and nonfinancial support for charitable causes, while building strong foundations in administration, communication and data management.

The Role: Marketing Assistant Apprentice

This is an entry-level role designed for someone looking to build a career in marketing.

Key Responsibilities

Communications & Marketing Support

- Assist with planning and delivering marketing activities and campaigns across digital and print channels
- Support the promotion of fundraising events, retail activities, Hospice services, and organisational campaigns to increase awareness and income generation
- Create engaging content for social media platforms including Facebook, Instagram, LinkedIn and TikTok

- Assist with developing and scheduling social media posts, advertisements, and digital campaigns
- Monitor and update website content to ensure information is accurate, engaging, and up to date
- Support the creation of marketing materials including newsletters, posters, leaflets, presentations, and promotional resources
- Assist with photography and design work for internal and external communications
- Help collate and write stories, articles, and press content to promote Hospice services, events, and community impact
- Work with external suppliers such as printers, designers, and media contacts to support campaign delivery
- Assist with data analytics, campaign reporting, and measuring marketing performance and engagement
- Support the development of internal communications and staff engagement through platforms such as Viva Engage
- Contribute to the development and delivery of the Hospice marketing and communications plan
- Attend and contribute to Communications & Marketing Huddles and team meetings

Learning and Development

- Complete all apprenticeship training, assignments, and assessments on time
- Actively seek feedback and support from line managers and tutors
- Apply learning from training into day-to-day work

What You Will Learn

Through your apprenticeship, you will develop skills in:

- Marketing principles and brand awareness
- Social media management and digital marketing
- Content creation, copywriting, and storytelling
- Communication across different audiences and channels
- Design, photography, and promotional content development
- Campaign planning and performance analysis
- Website content management and digital engagement
- Time management, organisation, and teamwork
- Budget awareness and campaign administration

This apprenticeship is a recognised entry route into a professional marketing and communications career, with progression opportunities into roles such as Marketing Assistant, Communications Officer, Digital Marketing Executive, Social Media Coordinator, or Marketing Manager.

Who We Are Looking For

Essential

- GCSEs (or equivalent) in English and Maths
- A genuine interest in marketing, communications, and social media
- Good written and verbal communication skills
- An interest in digital content creation and storytelling
- Willingness to learn and take feedback
- Basic IT skills including email, Word, Excel, and social media platforms
- Good organisational skills and the ability to work as part of a team
- Ability to communicate confidently with a range of people and stakeholders
- Good analytical skills and attention to detail

Desirable

- GCSEs (or equivalent) in a relatable field, i.e. Business Studies, Media, or Design
- Experience using social media platforms personally or professionally
- Previous voluntary, community, retail, or customer-facing experience
- Basic design, photography, or video editing skills
- Confidence contributing ideas and engaging with others in person or online

No previous marketing experience is required - this role is about **potential, attitude and commitment to learning**.

What We Offer

- A paid role with a nationally recognised qualification
- Structured training and mentoring
- Hands-on experience in a supportive charity environment
- Opportunities to develop skills and confidence
- Potential progression into further fundraising or business roles subject to performance and vacancies

Governance

- Actively support the vision, philosophies and core values of the Hospice
- Ensure that Hospice policies, procedures and standards are adhered to at all times with particular regard to those concerning income generation
- Work towards key performance indicators to ensure effective marketing, PR and communications
- To support implementation of the Hospice Organisational Strategy and Business Plans

- Promote and manage high standards of information governance (IG) and ensure compliance with the NHS IG Toolkit standards (level 2) and new General Data Protection Regulation (GDPR) regulation
- This document is intended to convey an outline of the post and the post-holders responsibilities. You may be asked to carry out other duties relevant to your job role.

JOB SPECIFICATION

Attributes	Essential	Desirable	How assessed
Experience	<ul style="list-style-type: none"> • Interest in marketing, communications, social media, or digital content creation • Experience of using social media platforms such as Facebook, Instagram, LinkedIn, or TikTok • Experience creating content for personal, educational, voluntary, or community projects • Good understanding of communication methods across digital and print channels 	<ul style="list-style-type: none"> • Previous voluntary, customer-facing, retail, fundraising, or community experience • Experience using Canva or similar design software • Experience with photography, video editing, or website updates • Experience of analytics, reporting, or social media insights 	<ul style="list-style-type: none"> • Application form • Interview
Education, Qualifications & Training	<ul style="list-style-type: none"> • GCSEs (or equivalent) in English and Maths • Basic IT skills in Microsoft software (Word, Excel or Outlook) 	<ul style="list-style-type: none"> • Qualifications or studies in Business Studies, Marketing, Media, English, Design, or similar subjects 	<ul style="list-style-type: none"> • Application form • Confirmation of predicted grades • Interview
Practical & intellectual skills (including any specialist knowledge)	<ul style="list-style-type: none"> • Good written and verbal communication skills • Good organisational and time management skills • Ability to manage multiple tasks and meet deadlines • Good attention to detail • Demonstrate an understanding of confidentiality and information governance • Ability to work creatively and use initiative 	<ul style="list-style-type: none"> • Knowledge of digital marketing and social media trends • Knowledge of Canva or other design software with the ability to create posters, leaflets, and promotional materials • Knowledge of photography, video editing, or social media advertising • Understanding of marketing principles and branding 	<ul style="list-style-type: none"> • Application form • Interview
Disposition / attitude / adjustment	<ul style="list-style-type: none"> • Enthusiastic and willing to learn • Creative approach with willingness to contribute ideas • Ability to build positive relationships with staff, volunteers, supporters, and external partners • Ability to work as part of a team • Professional and positive attitude • Interest in the charity sector and making a difference within the community 	<ul style="list-style-type: none"> • Confidence contributing to meetings, campaigns, and social media engagement 	<ul style="list-style-type: none"> • Application form • Interview

	<ul style="list-style-type: none"> • Willingness to accept feedback and develop skills • Ability to work on multiple projects at one time and meet deadlines • Strong communication and interpersonal skills 		
Health & Physical	<ul style="list-style-type: none"> • Good attendance record • Energy, enthusiasm, and resilience • Ability to support events and marketing activities when required 	<ul style="list-style-type: none"> • Ability to move and handle promotional materials or equipment 	<ul style="list-style-type: none"> • Application form • Interview • Employee health check • References
Circumstances	<ul style="list-style-type: none"> • Work shifts over 5 days, Monday-Friday • Ability to work outside of normal working hours including weekends • Work flexibly according to the needs of the service 		<ul style="list-style-type: none"> • Application form • Interview
Equal Opportunities	<ul style="list-style-type: none"> • Commitment to equal opportunity and social justice 		<ul style="list-style-type: none"> • Application form • Interview

MAIN BENEFITS TERMS AND CONDITIONS

Annual leave: The annual leave entitlement for a 37.5 hour per week post is 262.5 hours

Healthcare Scheme: all staff are eligible to access the Benenden Healthcare Scheme www.benenden.co.uk

Meals and drinks: all employees and volunteers based at Pendleside Hospice can access meals if working over a meal time and drinks at no charge

Notice period: 3 months

Parking: all employees and volunteers can park for free at Pendleside Hospice

Pension: Pendleside Hospice has a stakeholder pension scheme; the Hospice will match contribute up to 5% of an employee's salary into the pension scheme. Employees joining Pendleside Hospice from the NHS may continue with their NHS pension

Sick pay: If the employee is unable to attend work because of sickness or some other health-related incapacity, the Hospice will pay full salary net of any statutory sick pay entitlement, subject to the following conditions:

During probationary period (first 3-6 months)	No Hospice sick pay, but will receive Statutory Sick Pay (if appropriate)
From completion of probation up to 12 months service	Two months sick pay at half-pay
From 12 months service	A maximum of 13 weeks full sick pay followed by 13 weeks at half-pay

HOW TO APPLY

If you are interested in this position please complete the application form on the Pendleside Hospice website www.pendleside.org.uk/jobs, referring to the job description and person specification.