

Join our team as an

# Digital Marketing Apprentice



**Rotherham  
Hospice**  
Living Life's Wishes

Registered Charity No. 700356

# About Us

Rotherham Hospice is a charity dedicated to the people of Rotherham, offering specialist palliative and end of life care to our community since 1996.

We provide comprehensive, compassionate care through two primary patient services:

- 24-hour, 14-bed Inpatient Service
- 24-hour Hospice at Home Service

Additionally, we offer wider support to patients and their families through:

- Complementary therapies & hairdressing
- Counselling and Bereavement Support for adults, children and teenagers
- Day services with individual and group sessions
- Family memory events
- Occupation therapy and physiotherapy
- Social work
- Spiritual care
- Tailored experiences for patients and loved ones



## **Our Purpose**

Easing the physical and emotional pain of death and dying for everyone in our community.

## **Our Vision**

Everyone in our community can easily and confidently access palliative and end of life care tailored to their individual needs and wishes, wherever and however they choose.

## **Our Goal**

To grow a stronger, more financially resilient, responsive and exceptional hospice, providing and promoting holistic, personalised and innovative palliative and end of life care for all.

## **Our Proposition**

To ensure a dignified death for all – one that is reflective of one's own life.

## **Our Essence**

Adding more life to every day.

# About the Role

This is a hands-on apprenticeship for someone who's passionate about digital marketing and wants to make a difference while they learn. You'll work alongside our Marketing Communications Manager to help plan, create and deliver campaigns across our social media channels, email platform and website – helping us raise awareness, grow our supporter base and generate vital fundraising income.

You could be working on anything from:

- Promoting a charity walk to hundreds of participants
- Writing copy for a fundraising email that lands in thousands of inboxes
- Creating content for Facebook, Instagram, LinkedIn, TikTok and X that could tell the story of our hospice or just what new items are on our café menu
- Helping us grow our online presence through SEO and paid social
- Analysing campaign data and translating it into clear, useful insight
- Supporting the launch of events, appeals and community fundraising challenges
- Producing marketing materials that work across digital and printed formats

This is a development role, offering the opportunity to gain practical experience within a busy and varied marketing and communications function while working towards a recognised apprenticeship qualification. The role will support learning and progression, with guidance and mentoring provided throughout.

|                       |   |
|-----------------------|---|
| <b>Job Title</b>      | Digital Marketing Apprentice (Level 3)  |
| <b>Responsible to</b> | Marketing & Communications Manager  |
| <b>Level</b>          | Level 3 Multi-Channel Marketer - Equivalent to A-Level                                  |
| <b>Salary</b>         | £15,642.84 per annum for your first 12 months, salary then rises depending on your age. |
| <b>Duration</b>       | 18 months   |
| <b>Contract type</b>  | Apprenticeship  |
| <b>Location</b>       | Rotherham Hospice, Broom Road with occasional travel to retail sites                    |

# Benefits

- **Holidays.**

A work-life balance is important for everyone, which is why we offer all employees 30 days annual leave per year (plus bank holidays), plus an additional day's leave in every 5th year.

- **A supportive & comfortable working environment.**

Our Hospice is a calm and compassionate place to work, full of inspiring people who support one another.

- **Hassle-free parking at no cost.**

No one is more than a couple of minutes' walk from the Hospice.

- **Great meals & drinks.**

Because our culinary team prepares food for patients 24/7, they cook for us too. Buy a lovely lunch with 25% off without even leaving the building. You can also utilise this discount on your days off as it is available across all our Café and retail sites, just bring along your Staff ID.

- **Reassurance.**

Whilst the here and now is important, we all think about the future. We offer employees a 6% pension after probation and a Life Assurance scheme which will pay 4x your annual salary should you die whilst working in our service.

- **Training & development.**

Every employee will be supported with their training and development needs and will be regularly supported by their line manager.



# In your application

We'd love to get a sense of who you are before we meet you. As part of your application, please include a short video (no more than 90 seconds) telling us:

- Why you're interested in digital marketing
- What draws you to working at Rotherham Hospice
- One example of something digital or creative you've done – however big or small

We just want to hear from you in your own words. Please attach or share a link to your video alongside your application.



# Key Responsibilities

## Content & Campaigns

- Support the planning and delivery of multi-channel marketing campaigns across social media, email, web and print
- Create and schedule content across Facebook, Instagram, LinkedIn, TikTok and X – adapting tone and format for each platform
- Write compelling copy for fundraising campaigns, events and appeals across digital and printed channels
- Help build and send email campaigns using our email marketing platform
- Assist in the production of printed materials such as flyers, posters and event collateral, working with suppliers or design tools as required
- Contribute creative ideas and see them through to execution

## Data & Analytics

- Monitor and report on campaign performance across channels, including social media, email and website traffic
- Analyse campaign results and identify what's working – and what could be improved
- Build and maintain basic dashboards using digital analytics tools
- Provide regular reporting and insight to inform decision-making and future planning
- Develop an understanding of customer insight and how it shapes campaign approach

## Digital Presence

- Support the management and development of our website, keeping content accurate and up to date
- Apply basic SEO principles to improve search visibility
- Assist with paid social and Pay-Per-Click (PPC) activity
- Help maintain and grow our digital audience across all platforms

## Brand & Communications

- Help ensure all marketing output – across every channel – is consistent with our brand voice, visual identity and values
- Support the development of communications that speak to different audiences, including donors, volunteers, patients, families and the wider community
- Respond to enquiries and comments across social media platforms, representing the hospice warmly and professionally
- Support stewardship communications to donors, volunteers and event participants

## Personal Specification

No candidate will meet every essential and desired criteria. If your experience looks a little different from what we've identified and you think you can bring value to the role, we'd love to learn more about you.

| Criteria  | Essential | Desired |
|---|-----------|---------|
| <b>Skills and Experience</b>  |           |         |
| A genuine interest in marketing, communications or digital media.   | Y         |         |
| Good written communication skills with attention to detail.   | Y         |         |
| Confidence using digital tools and platforms, including social media and email.   | Y         |         |
| Ability to organise and prioritise tasks in a busy environment.   | Y         |         |
| Willingness to learn, take feedback and develop new skills.   | Y         |         |
| Good interpersonal skills and the ability to work collaboratively with colleagues.  | Y         |         |
| Basic IT skills, including Microsoft Office or similar systems  | Y         |         |
| An understanding that different audiences need different messages, and that different channels serve different purposes.            | Y         |         |
| Some experience (paid, voluntary or educational) of creating content, using social media, or contributing to marketing activity.    |           | Y       |
| GCSEs (or equivalent) including English and Maths, or willingness to work towards required standards as part of the apprenticeship. |           | Y       |
| Some awareness of or interest in print and digital production, brand guidelines or campaign planning.                               |           | Y       |

## Personal Specification (continued)

| Criteria  | Essential | Desired |
|---|-----------|---------|
| <b>Personal Qualities</b>   |           |         |
| Organised and reliable, with a practical and positive approach.                                       | Y         |         |
| Enthusiastic and willing to get involved.   | Y         |         |
| Able to follow guidance while building confidence and independence.                                   | Y         |         |
| Comfortable working as part of a team.  | Y         |         |
| Committed to learning and development.  | Y         |         |
| Creative and curious about marketing and communications.  | Y         |         |
| Interested in storytelling and how messages reach different people through different channels.        | Y         |         |
| Motivated to build skills and progress within the role.   | Y         |         |
| Full UK driving licence, or currently undertaking lessons and actively working towards obtaining one. |           | Y       |

# How to Apply

Please apply by submitting a CV, a supporting statement and your 90 second video, by email to: [humanresources@rotherhamhospice.org.uk](mailto:humanresources@rotherhamhospice.org.uk)

All applications will be treated in the strictest confidence.

If you would like to request an informal conversation about the role prior to applying, please call the Hospice on 01709 966 000 or email [humanresources@rotherhamhospice.org.uk](mailto:humanresources@rotherhamhospice.org.uk)

**Closing date:** 31<sup>st</sup> July 2026

