

Job Description and Person Specification



Hospice Communications and Marketing Officer

Department:	Communications and Marketing Department
Reports to:	Communications and Marketing Manager
Responsible for:	Communication and Marketing Volunteers (shared task)
Hours	30 hours (across 4 or 5 days). Open to hybrid working, approx. 50% in office, 50% working from home.

Job Purpose

To help ensure that St Oswald's Hospice and its associated campaigns, events and services are promoted and monitored effectively for our wide range of stakeholders including patients, families, health care professionals, staff, volunteers, general public and media.

Key Tasks / Duties and Responsibilities

Along with your fellow officer, you will have joint day-to-day responsibility for Hospice communications and marketing which primarily includes patient and healthcare professionals communications and marketing, and internal (staff and volunteer communications and engagement).

- **Creating and implementing communications and marketing plans**
You will take a lead role on a number of key Hospice campaigns, for example an external awareness raising campaign such as Hospice Care Week or an internal campaign around the launch of a new intranet. You will devise and implement proactive, creative and cost effective integrated plans which are objective and data driven (for example to increase referrals to a care service, increase number of healthcare professionals signed up to receive our E-bulletin). Plans should always reflect our Hospice Values (see below) and Vision for our community.
- **Content writing and storytelling**
You will create and write engaging and compelling content which will be used across a variety of on and offline channels (intranet, newsletters, emails, posters, leaflets, social media channels, website and media). This will help people to understand the breadth of our work and services and how they can get involved and benefit from Hospice care.

As part of the team, you will help identify stories appropriate for the media. You will write compelling news releases and features, handle incoming media enquiries, as well as proactively liaise with media to promote our stories. You will help co-ordinate media interviews and TV and radio coverage events.

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You will produce clear, concise, high quality accessible patient and carer information which supports understanding of St Oswald's Hospice services and reduces fear around Hospice care. Adhering to best practice and statutory requirements in patient and carer communications.

- **Stakeholder engagement and feedback**

Stakeholder engagement and involvement are key to our work. You will help develop systems and processes which monitor people's experiences. You will be responsible for collating stakeholder feedback and reporting findings into relevant departments to help improve our services, campaigns and events.

Other duties

As part of a small team, you may be asked to support and liaise with the Head of Communications and Marketing in the event of a major accident or incident, ensuring the emergency management plan is adhered to.

You will organise and attend promotional events for St Oswald's Hospice and represent St Oswald's Hospice at public events where applicable, including local health / social care sector events and internally at our Hospice sites.

You will support the Communications and Marketing Management in developing corporate marketing materials, including the Annual Report, Annual Review and Commissioner's Quality Account.

Our Officers provide an out-of-hours social media service on a rota basis. Your manager will go through this with you and ensure you have everything you need to do this effectively.

As part of our day-to-day, we all:

- provide marketing and communications advice and support to wider Hospice colleagues including proof reading.
- monitor our campaigns and provide timely analytics and feedback to colleagues, helping us to make evidence based decisions for campaigns.
- provide tours for internal staff and volunteers and external visitors, following the tours policy and guidelines.
- answer queries which come via email and our website, offering a first-class customer service
- ensure we safeguard our corporate identity and branding at all times.

Self-Development

St Oswald's Hospice is a supportive employer and you will feel valued in your role. There will be opportunities for growth and we would want you to take a proactive and engaged part in the in the performance management process to help you identify and undertake opportunities.

You will be accountable for setting and progressing your own annual objectives which will be based on and support the organisational Vision and objectives. Your

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objectives will ensure you develop and keep up to date with your skills and knowledge, as well as help the organisation to achieve its aims.

We would ask you to set time aside in your working hours to make sure you can keep up to date with new developments, legislation and opportunities in the field of Communications and Marketing, and those which affect the Hospice sector on a local and national level, and ensure we share these with relevant colleagues as needed.

Working relationships and conduct

Team work is core to our organisation and we expect all of our team members to act in a professional way at all times, ensuring we are positive and active ambassadors for the charity.

You will be expected to build and maintain strong, trusting working relationships with a variety of people including:

- staff and volunteers to contribute to the smooth operational running of St Oswald's Hospice.
- patients, carers, family members and children benefiting from St Oswald's Hospice, to help promote the work of St Oswald's Hospice.
- external contacts, agencies and partner organisations such as
 - media contacts to help promote understanding of our work and ensure we can safeguard the reputation of St Oswald's Hospice.
 - Together for Short Lives and Hospice UK to contribute to their work and ensure we are heard as part of a national voice.
 - designers and printers to ensure best value for their services, encouraging added value to all contracts and ensuring jobs are completed within time and budget.

Our Respect at Work Policy and People Charter (our Values - Caring and Compassionate, Accountable and Authentic, Positive and Can Do, Excellence and Innovation) help to guide us in how we live this day to day to ensure a positive working culture and image of St Oswald's Hospice to all stakeholders.

You will be expected to adhere to all St Oswald's Hospice policies and procedures to ensure that these are maintained at all times.

Risk Management including Health & Safety

We take the safety of our staff, volunteers, patients and their families seriously and we have a full suite of Health and Safety procedures and training that we'll ask you to sign up to and we will expect you to complete all our essential health and safety training.

Everyone is expected to take an active role in monitoring and maintaining a safe working environment at all times and report any unsafe conditions or potential hazards.

Other

Sometimes, but not very often, we need to work some extended and / or after usual office hours to help with busy work periods, projects and in emergency circumstances. We monitor these and time will be given back to compensate as needed.

We'll need someone who is okay with and understands that sometimes it might have to be 'all hands on deck!' and we might need to do tasks that we wouldn't usually do within our roles, for example admin such as printing, folding and laminating. Again, this is not often and at the discretion of the team management.

You will have access to confidential information and like all staff and volunteers of St Oswald's Hospice, you will need to maintain the confidentiality of members of the public, staff and volunteers in accordance with our policies and GDPR legislation. We expect you will ensure the highest level of confidentiality is maintained at all times.

The job description details the main requirements and objectives of the post. It is not a complete list of the duties or tasks but gives you a general idea of what you'll do. Sometimes work can vary in detail in light of changing demands and priorities but any major changes we will of course work in consultation with you.

Dimensions of the post

You'll help us to keep day-to-day costs to a minimum and will not have any direct responsibility for the setting of departmental budgets.

You will not manage any staff but you'll be expected to support the team's volunteers and assistants, helping to support their learning and allocating appropriate tasks.

Risk assessment

The generic organisational risk assessments will be used for this role: VDU, Task and Environmental. Specific risk assessments will be used if needed and as appropriate to the post holder, for example, maternity and disability. Additional risk assessments will be carried out in advance of Media, PR and events.

DISCLOSURE / LEVEL

An enhanced Disclosure and Barring Service check is required.

ABOUT YOU – The Person Specification

Experience

We're after someone with at least two years proven work experience in a relevant role such as PR, communications and marketing or content writer. If you've had this experience in a healthcare and / or a charity setting that's even better but not essential.

Ideally, you'll have experience of producing integrated marketing and communications plans for campaigns and an understanding of user journeys and experience, how to increase engagement and involvement and achieve targets for example in reach, retention, income generation.

Qualifications and training

We're after a minimum of an equivalent of two years vocational, academic, commercial / technical education after GCSE level, for example A level's, BTEC, NVQ/SVQ3, ideally in a related field such as marketing, PR, business, management. Although a degree or professional qualification is not essential, if you have one and in a related field then we'd be thrilled.

Skills and knowledge

Sounds obvious with the job title but we're after someone who has really good verbal communications skills, someone who can make others feel comfortable when they talk to them and who is sensitive and curious about others people's experiences, doing them justice by writing great, and compelling stories from what they tell you.

You'll need to be a strong writer and able to write for different audiences. Sometimes you'll have to understand and then be able to explain / write about complex topics in a clear and concise manner relevant to their audiences. Examples of this are care services for patients and their families, or making a Privacy Policy easy to read for young people.

We'll need you to enjoy working with integrated marketing campaigns, on tight budgets and often to tight deadlines so you'll need to be confident and comfortable with prioritising based on business needs.

You'll have lots of autonomy in the role and people will come to you for idea generation and problem solving so a creative and open mind is needed. People respect our communications and marketing team and know our value. You'll need to be able to work cross collaboratively and enjoy doing this and not see it as a barrier to getting things done.

Analytics, insights and stats and the impact of our work are part of our everyday here and we'll need you to be a champion for people to use these to make evidence based decisions which encourage life time value to the charity rather than one-off transactional relationships where possible.

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Knowing about digital platforms, marketing segmentation and having an overview of GDPR legislation is desirable, however we do have people we can consult when we need more in-depth and technical knowledge.

Although not essential, it would be great if you have experience of generating ideas and directing the production of video content

If you have previously worked in the third and/or charity sector and know what opportunities and challenges this can bring, this will be a bonus.

Personal attributes

We'll need you to believe in and demonstrate our Values (People Charter) in your everyday life here at St Oswald's Hospice.

You will be enthusiastic by nature, a positive member of the team who is self-motivated and reliable to work with both in the office and remotely.

Our people take ownership and are accountable for their own and others' workloads that relate to our roles.