

## **Job Description and Person Specification**



Hospice Communications and Marketing Officer

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| <b>Department:</b>      | Communications and Marketing Department                  |
| <b>Reports to:</b>      | Communications and Marketing Manager                     |
| <b>Responsible for:</b> | Communication and Marketing Volunteers (shared task)     |
| <b>Hours</b>            | 30 hours (across 4 or 5 days).<br>Open to hybrid working |

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### **Job Purpose**

To plan, deliver and evaluate accessible and engaging communications and marketing activity that increases understanding of St Oswald's Hospice and supports engagement with our wide range of services, campaigns and events, helping to build trusted relationships with patients, families, staff, volunteers, healthcare professionals, supporters and the wider community.

A key part of this role will be communicating clearly and sensitively about hospice, healthcare and clinical services, as well as supporting research communications, marketing activity and media relations.

### **Key Tasks / Duties and Responsibilities**

Working alongside your fellow Hospice officer, you will share responsibility for day-to-day Hospice communications, helping people understand our services, and feel informed and connected. Your work will focus on information and engagement for patients, carers and healthcare professionals, research communications and marketing, media relations, staff and volunteers, as well as supporting wider organisational priorities, campaigns and partnership activity.

- **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, #Red4Research, 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 the number of healthcare professionals signed up to receive our E-bulletin, or to produce research prospectuses which help translate research activity into clear, engaging content for funders, commissioners, partners, healthcare professionals and wider audiences to increase income and interest in partnership working. 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 for a range of on and offline channels (intranet, emails, printed materials, social media, website and media), helping people to understand the breadth of our work and services, and know how they can access support or get involved.

As part of the team, you will help identify and develop stories that increase understanding of St Oswald's Hospice, strengthen our reputation and support key organisational priorities. This will include writing compelling news releases and features, responding to media enquiries, as well as liaising proactively with journalists and supporting media interviews and TV and radio coverage events.

You should be comfortable writing about healthcare, hospice care and clinical services in a way that is accurate and sensitive for different audiences. You will produce clear, concise, high-quality accessible patient and carer information that improves understanding of St Oswald's Hospice services, reduces fear around Hospice care, and meets best practice and statutory requirements.

- **Stakeholder engagement and feedback**

Stakeholder engagement and involvement are key to our work. They help us improve our services, campaigns, events and communications. You will be responsible for collating stakeholder feedback and reporting findings into relevant departments to help improve our services, campaigns and events. You will use agreed feedback channels and reporting processes to ensure insights are shared and acted upon where appropriate.

### **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, attend and represent St Oswald's Hospice at promotional, community and sector events to increase awareness, build relationships and promote understanding of our work.

You may need to support the Communications and Marketing Management with the development of corporate marketing materials, such as the Annual Report, Impact Report and Commissioner's Quality Account, ensuring they are accessible and aligned with St Oswald's Hospice messaging.

### Hospice Communications and Marketing Officer

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 practical communications and marketing advice to colleagues, helping to ensure messages are clear, accessible and on brand, including proof reading.
- monitor our campaigns and provide timely insights helping colleagues make evidence-based decisions and improve future performance.
- provide tours for staff, volunteers and visitors, following the tours policy, helping people understand our services, environment and values.
- Respond to queries received by email and through our website, providing a helpful, timely and professional customer service.
- ensure we safeguard our brand, 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 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 strategy and objectives. Your 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 support effective internal communication and smooth operational working.

### Hospice Communications and Marketing Officer

- patients, carers, family members and children, to ensure their experiences are represented sensitively and accurately, helping to promote the breadth of St Oswald's Hospice services.
- external contacts, agencies and partner organisations such as
  - media contacts to increase public understanding and protect the Hospice's reputation.
  - Sector partners such as Together for Short Lives and Hospice UK, to contribute to shared learning, campaigning and ensure we are heard as part of a national voice.
  - Designers, printers and suppliers 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.

### Hospice Communications and Marketing Officer

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.

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#### ***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 will support volunteers and assistants by allocating tasks and helping to support their learning.

#### ***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 looking for someone with at least two years' proven experience in a relevant role such as PR, communications, marketing or content writing.

Experience in healthcare, hospice, clinical, research or charity communications would be a real advantage, but is not essential. What matters most is that you have a genuine interest and passion in communicating about care, research and the difference our work makes.

Ideally, you'll have experience of producing integrated, objective-led marketing and communications plans, and an understanding of user journeys and experience including how to increase engagement and involvement.

Hospice Communications and Marketing Officer

### **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 with the ability to put people at ease, listen sensitively and be professionally curious about other 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 confidently, in a clear and concise manner relevant to their audiences. Examples of this are care services for patients and their families, making a Privacy Policy easy to read for young people, or turning research insight into a patient leaflet.

You'll also need to be comfortable supporting media activity, including spotting good stories, drafting media materials and helping colleagues prepare for interviews or filming.

You'll need you to enjoy (and understand the creativity this can bring) 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 lifetime value to the charity rather than one-off transactional relationships where possible.

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.

## ***Job Description and Person Specification***



Hospice Communications and Marketing Officer

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.

You don't need to have worked in healthcare, clinical or research communications before, but you should bring curiosity, sensitivity and a genuine interest in helping people understand hospice care, research and the impact of our work.