



Job description

1. Post title – Income generation communications officer

Responsible to	Communications and marketing manager
Responsible for	N/A
Salary	£24,418 to £27,218
Full time	37.5 hours

Background

Since 1980, Prospect Hospice has provided dedicated end-of-life care service for people living in Swindon, Marlborough and north east Wiltshire. We bring care, comfort and confidence, around the clock, every day of the year.

Our aim is to provide excellent, personalised and compassionate care for everyone in our community who is affected by a life-limiting illness. We work in close partnership with other organisations – specifically with local health and social care professionals – as well as local people. Working within our community allows us to lead, provide and influence care so that anyone affected by a life-limiting illness has access to the best possible support when and wherever they need it.

2. Main purpose and scope

The income generation communications officer is responsible for:

- Producing high quality internal and external written communication
- Creating content creation for our website and social media platforms
- Producing promotional material for income generation departments across the hospice



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The prime purpose of this role is to work with income generation colleagues across the hospice, including our fundraising and retail teams, to drive the charity's key messages, increasing awareness of our work, encouraging supporter engagement and raising funds.

A key element will be to work hand-in-hand with income generation departments to produce the wide range of communication materials required, consistent with our brand that encourages local people to support the hospice through a variety of ways.

Other key competencies include the ability to produce high-quality copy, and to be able to update marketing materials through Adobe's In-Design software and other applications. You will also need to be knowledgeable and experienced in creating digital and social media content.

This is a new role for the hospice and will be focussed on increasing income for the hospice through engagement with existing and new supporters.

3. Key accountabilities and areas of responsibility

Responsibilities will include, but will not be restricted, to:

- Production of copy and brand materials.
- Continually evaluating the success of communications, implementing learning as appropriate.
- Develop, implement and evaluate communications projects, providing creative, editorial and operational support to colleagues.
- Be a brand ambassador.

Artwork/creative materials

- Researching, planning, writing, proofing and editing engaging copy for a range of audiences and publications.
- Producing consistently high-quality promotional, printed and digital materials in a wide range of formats.
- Liaising with colleagues and external suppliers to ensure brand quality and consistency.
- Production of user-friendly supporter information.
- Planning, creating and delivering integrated digital and print campaigns.

Press

- Creating copy, arranging interviews and photo opportunities and escorting media onsite or at events as and when required.
- Monitoring local press for news regarding the hospice and maintaining a catalogue of press cuttings.



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- Producing proactive and reactive media work, identifying potential news stories and writing/circulating press releases.
- Managing media enquiries and responding to or escalating as appropriate.

Digital

- Managing stakeholder bulk email mailings as required.
- Day-to-day management of social media, including managing and monitoring social media at events outside of office hours where required.
- Updating and populating the hospice websites.
- Managing the organisational image library and taking photos for inclusion in it.

General

- Creating and managing working relationships with external suppliers.
- Keeping up-to-date with relevant campaigns within the health, end of life and charity sectors.
- Maintaining good practices in relation to data protection, ensuring consent forms are obtained and filed appropriately.
- The respectful treatment of sensitive or confidential information to ensure the needs of patients, families, volunteers, supporters and staff are protected.
- Attending events off-site and working out of office hours as required (time back in lieu will be given for this).
- Completing agreed programmes of work, meeting targets, deadlines and standards of performance as agreed with line manager.
- General administrative duties as required.

4. Key Contacts

- Department heads, managers and income generation staff across the organisation.
- Stakeholders and media.
- Suppliers, agencies and other bodies, commercial and non-commercial, relevant to the role and purpose of the post.



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Person specification

5. Skills, knowledge and experience

Essential

- Strong written and spoken English, with excellent communication skills and the ability to tailor content to a wide variety of audiences.
- The ability to identify the target audience for any given publication, understanding their needs and adapting writing styles to suit.
- Competent knowledge of Microsoft Office applications with experience in Adobe software including InDesign, Photoshop and Illustrator.
- Knowledge and experience of using social media in a business/ professional environment.
- Strong organisation and time-management skills with the ability to work in a fast-paced environment, prioritising workload from different sources accordingly, and working effectively to tight deadlines and often changing timescales.
- Excellent project management and problem-solving skills, with the ability to respond to sudden unexpected demands.
- The ability to multi-task and work well under pressure as part of a team.
- Strong interpersonal communication and negotiation skills.
- Excellent attention to detail.
- Understanding and respect for the importance of patient confidentiality.
- Knowledge and experience of web content management systems.
- Experience of communications planning and high-quality delivery.
- Experience of working in a communications role using skills in content development, media relations, social media and the production and utilisation of key organisational communications materials, ideally in a charity or public sector.
- The ability to work independently/unsupervised, using own initiative and organising own workload.
- Ability to build relationships and communicate effectively and confidently with people at all levels.

Desirable

- Educated to degree level.
- Familiarity with administrative procedures and information analysis.



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Personal Attributes

- Commitment to and ability to demonstrate Prospect Hospice values and behaviours at all times.
- Able to maintain the highest professional standards at all times, and act as a true ambassador for the hospice.
- To be authentic, open, honest and transparent.
- Have a track record of working inclusively and a genuine appreciation of the value of diversity.

IMPORTANT ADDITIONAL INFORMATION

The line manager will discuss all elements of the job description with the post holder on an annual basis during appraisal, recognising that some elements may be developed.



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