

Job Description and Person Specification

Job Title:	Assistant Communications Officer
Line Manager:	Director of Fundraising and Communications
Professionally Accountable to:	Director of Fundraising and Communications
Hours of Work:	22.5 hours per week. Preferred working days are Wednesday – Friday inclusive. Flexible working hours, which will include some working at weekends and evenings

Job Purpose:

To support the charity's fundraising, services, and charitable activities with print and digital communications and play a key role in communicating with our external audiences to raise the profile of our charitable work, services and projects and to support on internal communications.

Responsibilities:

PUBLIC RELATIONS

- To research, write and distribute regular press releases and articles to help promote various hospice-related news (including posting the details to our hospice blog)
- To update and maintain PR systems, including distribution details (e.g., who has been contacted and when) as well as contact details for local press
- To maintain and update both the spreadsheet and the press clippings file to track when coverage has been secured
- To support the communications officer by liaising with other departments, to help gather patient and family stories, details for fundraising case studies, etc, to raise awareness of the hospice's work
- On working days to be the first point of contact for press enquiries and to involve the appropriate manager/team member with each request

SOCIAL MEDIA

- To write and design coordinating images and/or videos for social media posts
- To assist with recording and reporting on social media metrics on a monthly basis
- To develop a list of social media influencers who might be willing to help promote the hospice's work, with the eventual aim of building a set of digital #TeamWestonHospicecare supporters

WEBSITE

- To update the blog with various press releases, patient experience stories and updates from throughout the hospice
- To assist the communications officer, the contracted web manager and the director of fundraising and communications with other website updates and generating ideas for development updates

PATIENT LITERATURE AND STORIES

- To provide support to the communications officer, as agreed with the Director of Fundraising and Communications, to review feedback on patient literature, and gather feedback and testimonials from patients and their loved ones about hospice services.

DESIGN

- To provide support to the communications officer with ad hoc design needs of posters and promotional materials, as agreed with the Director of Fundraising and Communications.

OTHER

- To coordinate and report on metrics and KPIs for our social media, website and other communications as appropriate
- To assist with the development and maintenance of a library of resources (including how-to guides, photos and videos) for use across a range of communication forms

GENERAL

- To work closely with other members of the Fundraising and Communications team, and to actively participate in the wider activities of the hospice
- To provide cover for the communications officer as required (for annual leave, training days, etc, or other absences) as agreed with the Director of Fundraising and Communications
- To keep informed of sector-wide developments
- To keep up to date on legal, health and safety and insurance requirements and developments to safeguard Weston Hospicecare, our volunteers and event participants
- To undertake any other duties considered to fall within the scope of the position as directed by the Director of Fundraising and Communications

CONFIDENTIALITY

The post holder must maintain the confidentiality of information about donors, patients, staff and other hospice business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty.

ADDITIONAL JOB FACTS

There will be times when you will be required to work at weekends and in the evenings. This is recorded and redeemable as Time in Lieu.

Professional Responsibilities:

- To maintain confidentiality
- To work within the policies and guidelines of Weston Hospicecare
- To be familiar with fire, emergency and safety regulations, ensuring attendance at statutory updates
- To maintain good working relationships with all members of the hospice staff and volunteers
- Undertake any in-service training in line with Weston Hospicecare policies

People Management Responsibility

None

Educational Responsibilities:

- To participate in the orientation and development of new staff members and volunteers
- To keep up to date with current practice and legislation
- To maintain and extend personal knowledge and expertise in all aspects of the role and to share information
- To attend all statutory and mandatory training as required

Health and Safety

Under the provision of the Health and Safety at Work Act 1974, it is the duty of every employee:

- To take reasonable care of themselves and others at work
- To co-operate with the hospice as far as is necessary to enable them to carry out their legal duty
- Not to intentionally or recklessly interfere with anything provided, including personal, protective equipment for health and safety or welfare at work

Data Protection

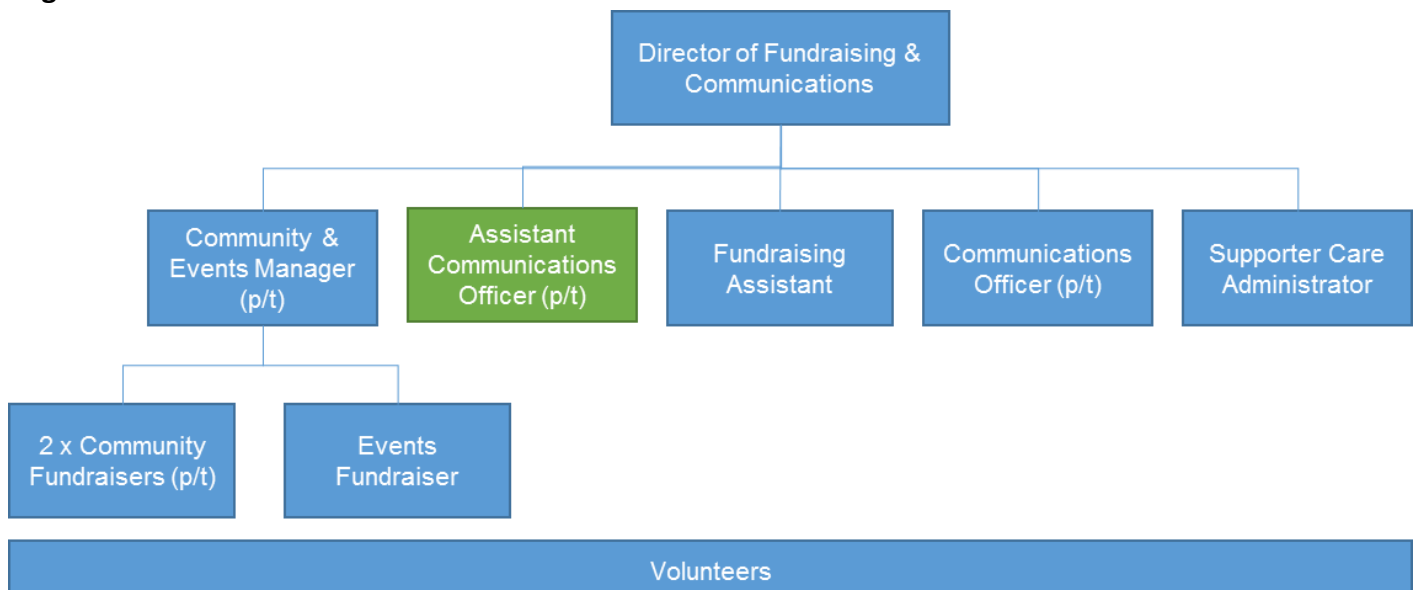
You are required to obtain, process and/or use information held on computer. This must be undertaken in a lawful way. Data held must not be disclosed in a way that is incompatible with such a purpose. Breaches of confidentiality in relation to data will result in disciplinary action, which may result in dismissal.

Scope of Job Description

This job description reflects the immediate requirements and objectives of this post. It is not an exhaustive list of the duties, but gives a general indication of work undertaken, which may vary in detail in the light of changing demands and priorities. Substantive changes will be carried out in consultation with the post holder.

This job description is subject to periodic review and amendment

Organisational chart



PERSON SPECIFICATION – ASSISTANT COMMUNICATIONS OFFICER

Criteria	Essential/ Desirable	How Evidenced & Assessed
Qualifications and Training		
<ul style="list-style-type: none"> ▪ Educated to 'A' level • Degree in relevant discipline ▪ Professional qualification in marketing or PR professional experience 	E D D	A A A
Experience and Knowledge		
<ul style="list-style-type: none"> ▪ Experience of working in marketing/communications/PR ▪ Proven experience of utilising traditional and digital media to drive awareness, understanding and action • Digitally savvy and comfortable using social media ▪ Experience of developing compelling and effective digital content ▪ Experience of working within a charity ▪ Basic video editing production and editing for web skills ▪ Familiarity with end-of-life care issues and the work of hospices 	E E E D D D D D	A A/I A/I A/I A/I A/I A/I
Specific Skills		
<ul style="list-style-type: none"> ▪ Excellent written and verbal communication skills, including the ability to communicate complex, sensitive and contentious information to a wide audience, and the ability to communicate confidently with (potential) supporters in a wide range of settings ▪ Ability to write effective press releases and copy suitable for digital platforms ▪ Strong team-working and collaboration skills ▪ Problem solving and logic skills ▪ Strong presentation skills ▪ Strong planning and prioritisation skills ▪ Good level of computer literacy ▪ Proficiency in using Adobe Creative Suite/WordPress/Canva 	E E E E E E E D	I A/I I I I A/I A/I A/I
Personal Qualities		
<ul style="list-style-type: none"> ▪ Commitment and sympathy with the aims of the hospice movement ▪ Tact and sensitivity ▪ Professional, creative, thorough and determined ▪ Highly proactive, self-motivated and enthusiastic ▪ Commitment to supporter care and relationship building 	E E E E E	I I I I I
Working Environment		
<ul style="list-style-type: none"> ▪ Flexible approach to working hours, with a willingness to occasionally work unsocial hours 	E	A/I

Key

E Essential
D Desirable

How Evidenced

A Application
I Interview