

Job Description and Person Specification

Job Title:	Communications Officer
Line Manager:	Corporate, Events and Communications Manager
Professionally Accountable to:	Director of Fundraising and Communications
Hours of Work:	22.5 hours per week. 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 publications and communications and play a key role in communicating with our external audiences to raise the profile of our charitable work, services and projects. To work closely with the Press and Digital Media Co-ordinator.

Responsibilities:

COMMUNICATIONS

To be the web manager for the Weston Hospicecare website, working closely with the external website developer, ensuring that the content and functionality of the website remains current and relevant

To develop patient literature as appropriate, working closely with the Clinical leads (using external agencies as appropriate)

To develop and oversee marketing campaigns, including event promotion, fundraising initiatives, retail campaigns and volunteer recruitment campaigns

To report on all aspects of communications to measure impact, inform new content, and improve stakeholder engagement opportunities.

To support fundraising colleagues to implement agreed direct marketing and other fundraising activities to secure support, including regular giving support

To work closely with the Digital Media and Press Co-ordinator to ensure that messaging is consistent across the different media channels

To develop and maintain a library of resources including photos and videos for use across a range of communication forms, overseeing photoshoots and sourcing and editing accordingly

Take an active part in the charity's external events and support co-ordination of specific events

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.

VOLUNTEERS

- To ensure volunteers are recruited as needed to support community fundraising programmes and that they are properly briefed, supervised, encouraged and acknowledged

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 keep informed of sector-wide developments, attending external training and conferences where appropriate
- 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

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

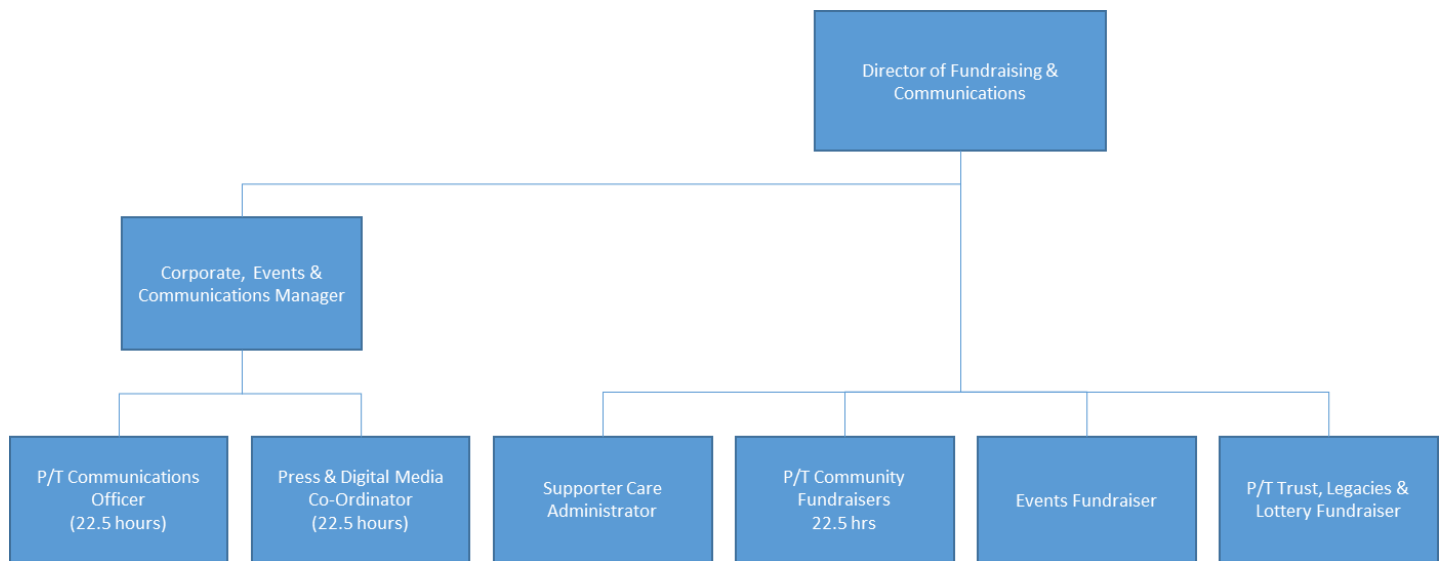
You are required to obtain, process and/or use information held on computer. This must be undertaken in a lawful way. Data held must not be disclosed in a way that is incompatible with such a purpose. Breaches of confidentiality in relation to data will result in disciplinary action, which may result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

Criteria	Essential/ Desirable	How Evidenced & Assessed
Qualifications and Training		
<ul style="list-style-type: none"> ▪ Educated to degree level or equivalent qualification or professional experience ▪ Marketing or Direct Marketing qualification 	E D	A/C A/C
Experience and Knowledge		
<ul style="list-style-type: none"> ▪ At least one years' experience of working in a marketing communications and PR environment with a proven track record of achieving business targets through marketing and PR ▪ Proven experience of utilising web and social media to drive awareness, understanding and sales ▪ Some experience of planning and implementing direct marketing campaigns ▪ Experience of working within a charity ▪ Experience of managing volunteers ▪ Experience of working with marketing databases ▪ 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 marketing copy ▪ Experience of working with agencies and designers ▪ Strong team working and collaboration skills ▪ Problem solving and logic skills ▪ Strong presentation skills ▪ Strong planning and prioritisation skills ▪ High level of computer literacy ▪ Proficiency in using Wordpress or equivalent software ▪ Ability to use some design programs for preparation of some assets 	E E E E E E E D D	I A/I A/I I I I A/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	A Application	C Certificates
D Desirable	I Interview	