

Communications Officer



Working with us is awesome!

We see first-hand the importance of focusing on the life in our days, not the days in our life. As such we recognise that to be happy in life you need to feel supported, content, motivated, passionate and have fun in the work you do. So, with that in mind, we have flexible working arrangements to support the other things going on in your life. You will have a minimum of 35 days leave, including bank holidays, and an additional day off for your birthday (all leave is pro rata for part time staff). We have a broad range of special leave support ranging from adoption to pawternity leave (no that's not a spelling mistake; you have leave when getting a new pet!).

We pride ourselves on our fair and transparent pay. In addition, we provide a contributory pension scheme as well as enhanced sick pay. Your wellbeing is essential. We provide an extensive wellbeing programme which includes a free employee assistance programme and a health cash plan. Your opinion also matters so we regularly ask for your input and feedback on how we can improve and on key organisational initiatives. We are here for the whole community and we value the diversity everyone brings to our team. We want you to grow, so we will support you with your learning and development throughout your career with us. As a charity, we are all about pre-loved and sustainable retail and, at all our sites, we care about the impact we are having on our environment. The key thing, though, on why working with us is awesome is simple: you will make a difference to peoples' lives. You will enable care and support to be given to people when they are feeling at their most scared and vulnerable.

Our Mission is Simple

To provide outstanding care and support to the community of North Devon who are impacted by a life limiting illness.

Marketing and Communications Department Vision

As a team we aim to be evidence-based, story-focused and always creative. Working with all departments we'll create powerful content, centring on emotive storytelling and innovative digital marketing. This will increase awareness and support among key audiences in our community.

It is important to us that all our colleagues:

- Act as an ambassador for the hospice
- Show deep motivation to make a real difference to our patients and their families
- Are kind
- Are honest, open and operate with integrity
- Are personally accountable and take responsibility for their own actions, decisions, performance and professional development
- Approach their role with fun, positivity and a growth mindset – and want to learn
- Are not scared to try new things and know that to succeed, sometimes they will have to overcome obstacles to achieve the best outcome for the hospice
- Are proactive in seeking out the information they need to do their job and in sharing information with their colleagues to enable them to do their jobs
- Listen and communicate effectively, calmly and constructively, adapting their approach to the needs and concerns of others
- Are collegiate and act as 'One Team', working in collaboration with their colleagues within and outside of their team
- Understand the impact of their emotions on themselves and others
- Show empathy when noticing unsettling emotions in others
- Speak up when they have worries or concerns and take appropriate action if their values are compromised
- Are open about when they have made a mistake and are proactive in resolving it
- Value and respect others and promote equity, diversity and inclusion

Communications Officer



To succeed in this role you will have:

- Demonstrable evidence as an outstanding copywriter, with an ability to tailor your style and messaging to specific audiences
- The ability to identify stories and craft them compassionately
- Strong marketing, communications or journalism experience
- Sound knowledge of Meta Business Suite and Ads Manager
- Extensive knowledge of managing social media and creating engaging output
- The ability to create content for a range of media (photography, video or design experience would be particularly advantageous)
- Excellent interpersonal skills, allowing you to quickly form relationships with a wide variety of stakeholders including patients, family members, staff, volunteers, supporters, press and other influencers
- An ability to be proactive, generating ideas and plans, and managing your own workload
- A passion for learning new skills to help produce the best possible content
- Been part of successful PR/marketing campaigns
- A keen attention to detail and a commitment to accuracy
- The ability to be highly analytical and evidence-based, using data to inform decisions
- The ability to be flexible, respond positively to change, work effectively under pressure and deal with conflicting priorities
- The ability to travel across North Devon without reliance on public transport

In this role you will be responsible for:

- Being the charity's chief content creator and storyteller
- Creating compelling content which tells the story of our patients, their families, our supporters and life at North Devon Hospice in general. This role involves devising, planning, creating and distributing content which communicates the impact of hospice care to our various audiences
- Motivating the community into supporting the cause and to showcase our services so they are accessible to all who may need them, producing creative and engaging content for social media, other digital platforms and the press.
- Demonstrating to our community exactly how they make a difference when they choose to support North Devon Hospice. By working closely with all departments, plus our patients and their families, you'll produce impactful content reflecting the vibrancy of hospice care

Storytelling:

- Building relationships and working across all areas of the organisation to uncover and capture storytelling assets, to demonstrate the impact of our work
- Developing passionate, emotive case studies of the hospice's work
- Producing appropriate photo and video assets to support stories and organise external photo/video calls
- Working flexibly to quickly capture story opportunities when they arise

Social Media:

- Managing and delivering an engaging social media plan which reflects the diversity of hospice life
- Creating compelling content reflecting the wide range of hospice activities, including blogs, graphics, photos and video
- Creating ads on the Meta platform, carefully targeting audiences with specific messages and monitoring the effectiveness of our ads
- Acting as a guardian of the hospice's brand by responding to comments, messages and other interactions on social media
- Monitoring the latest trends and responding accordingly
- Monitoring and reporting on performance, using this data to hone our content

Communications Officer



Publicity and Media:

- Managing and delivering a creative press plan, identifying subjects and working with relevant hospice stakeholders to craft appealing stories and press releases
- Building relationships with target media and other influencers to generate positive coverage
- Responding to press enquiries and providing excellent content, quotes, information, images or other assets against deadlines
- Monitoring and reporting on press coverage

Fundraising:

- Providing narration to our income generation, events, campaigns and messaging
- Aiding the success of fundraising activities by contributing to their marketing and communications planning process, and producing compelling content which drives results
- Occasionally attending fundraising events to generate content and provide coverage for social and traditional media

Internal Communications:

- Championing our stories internally, to help staff and volunteers understand the importance of storytelling and to convey the impact of the work we all do
- Being a content manager for our intranet, communicating hospice news and empowering staff to edit and contribute content

General:

- Being a content manager for our website, ensuring our impact and our need for support are clearly communicated to users
- Monitoring and reporting on website analytics and making recommendations for improvements where necessary
- Writing copy and contributing content for our printed publications
- Keeping up to date on best practice within the charity sector generally, particularly with changes to communications innovation
- Other tasks as identified by the Head of Marketing and Communications

Your competency framework – you will:

Strategic Thinking and Setting Direction

- Proactively promote and engage in change and model the changes expected
- Work with colleagues and other professionals internally and externally to critically analyse practice and use evidence and feedback, both positive and negative, to identify options, risks and solutions
- Look ahead and track changing priorities, integrating information from multiple sources, analysing the impact, appropriately escalating risks and issues and acting on emerging opportunities quickly and decisively

Sharing the Vision and Delivering the Service

- Have a flexible approach and establish ongoing plans to deal with the more complex and difficult issues
- Support, coach and mentor others, asking questions to empower them to work out the answers for themselves, enabling the team to perform at its best, sharing learning to build success within and beyond the team
- Contribute to shaping future plans together with the team, linking tasks to organisational goals, being mindful of resources
- Understand and interpret relevant legislation and accountability frameworks

Leading People

- Pay close attention to what motivates individuals in your team so that they can channel their energy, so they deliver their objectives
- Employ strategies to manage conflict of interests and differences of opinion
- Give people the belief that change is achievable and that their contribution matters, encouraging the team to identify problems and solve them
- Demonstrate that the health and wellbeing of your team are important to you



Communications Officer

- Encourage the team to deliver on the shared purpose, as much as on their individual objectives, looking out for opportunities to celebrate and acknowledge high standards

In addition we will ask you to:

- Promote diversity and inclusion in all that you do
- Complete statutory training in accordance with hospice requirements
- Participate in personal development and review processes
- Adhere to all organisational policies and procedures
- Actively participate in the hospice risk management process in order to help safeguard the welfare of patients, visitors and staff and to take responsibility for reporting risks and managing risks as appropriate
- Follow good infection control practice at all times and maintain an up-to-date knowledge of the infection control policies, procedures, and guidance relevant to your area of work

The small print:

- This job description may be reviewed in consultation with you and in light of any changing service requirements
- The job description is not exhaustive; other duties commensurate with the post may be required from time to time

January 2025