

RAINBOWS HOSPICE FOR CHILDREN AND YOUNG PEOPLE

PERSON SPECIFICATION

Communications and Content Officer

Qualities	Essential	Desirable
Qualifications	Educated to degree level in communications, PR or relevant similar experience.	
Experience/ Knowledge/ Skills	- Experience in communications, content creation, journalism or similar. - Experience writing for the media including press releases. - Proven ability to write high-quality content independently across multiple channels. - Experience of independently interviewing and developing stories, articles or case studies in sensitive environments. - Experience creating digital and social media content. - Experience working with multiple stakeholders. - Experience with Microsoft 365 apps (Word, Excel) - Excellent written and verbal communication skills - Strong interviewing and storytelling ability. - Strong editorial judgement and the ability to adapt tone and messaging for different audiences.	- Experience in a charity, healthcare or fundraising environment - Experience writing fundraising content. - Experience with writing for search engine optimisation (SEO). - Basic photography/video skills - Understanding of media/PR - Experience with media managing software, Vuelio or similar.

Enquiries:

📞 01509 638000
✉️ peopleteam@rainbows.co.uk



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	• Ability to work autonomously and manage competing priorities. • Ability to identify opportunities and solve problems independently. • High attention to detail and accuracy. • Knowledge of safeguarding and confidentiality. • Knowledge of GDPR, permissions and consents.	
Personal Qualities	• Proactive and solutions-focused • Able to manage multiple deadlines independently. • Strong judgement and professionalism. • Strong attention to accuracy and detail. • Strong organisation, time management and prioritisation skills. • Collaborative working style, with confidence working engaging with internal teams and external stakeholders. • Ability to form professional working relationships at all levels. • Comfortable working with sensitive subject matter. • Resilient and emotionally intelligent.	
Demonstrates a commitment to Rainbows Values	• One Team – Working together with fairness and respect. • People Centred – Championing inclusivity, compassion and clarity. • Aim High – Adapting, learning and sharing our expertise.	•

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	• Own It – Focused, committed and accountable.	
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