

Job description

Title:	Communications Officer
Organisation:	Bliss, the premature and sick baby charity
Location:	Hybrid (with minimum 2 days in Bliss Head Office, London SE1)
Salary:	£30,000 FTE
Terms:	32-35 hours a week, permanent

Role description

Main purpose of the role

Clear and compelling communications are essential to delivering all aspects of Bliss' strategy. The Communications Officer is an exciting role which is at the heart of generating and delivering the Communications Team's work. The key responsibilities of the role include creating compelling content for digital, print and media communications, that accurately reflects the Bliss brand and tone of voice.

About the team and department

The Communications Team is a small, friendly and passionate team, focused on supporting work across the organisation to develop and deliver engaging multi-channel content across our audiences of parents, health professionals, supporters and policymakers. The Team has a broad remit, and this is a varied and interesting role with a particular focus on putting storytelling at the heart of our communications, working closely with the Senior Design Officer and the Marketing Communications Officer, and reporting into the Communications Manager.

Reporting structure

Reporting to the Communications Manager.

Key responsibilities

Planning and cross-team working

- Work with colleagues to create compelling campaign messaging to form the basis of multi-channel campaigns for the organisation.
- Work closely with colleagues in Design and Marketing Communications to create cohesive campaigns that adhere to communications briefs and deliver on time.

Brand and content

- Maintain and periodically review a key messaging document for the organisation that is used as a basis for content
- Ensure that content across Bliss' website, social media and boilerplates is consistent, and is reviewed and updated regularly
- Write and edit copy for creative projects and campaigns, with responsibility for final sign off and ensuring consistent use of the brand and key messaging throughout

- Manage the [‘Your Stories’](#) content on the Bliss website, including interviewing parents to draft content, uploading weekly blogs through the website Content Management System (CMS), and periodically delivering multimedia content such as video and audio stories.

Media

- Be the first point of contact for reactive media requests, including on the out of hours media phone, and coordinate with colleagues to ensure timely responses
- Lead on sourcing parent case studies for media from Bliss’ bank of parent stories when required, including preparing and supporting parents with interviews
- Work with colleagues across the organisation to identify and plan for proactive media opportunities, and support with writing compelling press releases and comments
- Monitor media KPIs on a monthly basis using Bliss’ media monitoring service
- Brief Bliss’ spokespeople ahead of media interviews.

Communications Team – general

- Provide input into the development and improvement of Communications Team ways of working
- Input into the development of annual KPIs for the team
- Support the Marketing Communications Officer to plan, create and promote content for Bliss’ social media channels, using our platforms to tell stories in a variety of formats
- Undertake regular monitoring of Bliss’ social channels, as part of a team rota
- Any other duties as may be reasonably required.

Person Specification

Skills and Experience

- At least two years' experience in a content, communications or media role
- Outstanding copywriting, proofreading and sub-editing skills, the ability to draft compelling content, and an aptitude for storytelling
- Understanding of the principles of brand development and management
- Excellent written and verbal communications skills, with the ability to engage effectively with people from a range of different backgrounds, tailoring your style to their needs
- Excellent organisational and prioritisation skills, a demonstrably methodical approach to work, and experience of project management
- Excellent IT skills, with experience of or aptitude to learn about use of website CMS
- Professional attitude and credibility among colleagues to advise and recommend based on expert knowledge
- Displays initiative and is committed to professional development.

Special conditions

- Able to demonstrate commitment to the aims and objectives of Bliss
- Willingness to work outside office hours and weekends
- Willingness to undertake further training as and when required.

Health and Safety and codes of conduct

- To carry out all work in accordance with Bliss' site health and safety policy
- To adhere to Bliss' Equality, Diversity and Inclusion Policy at all times
- To adhere to Bliss' financial monitoring processes
- To ensure compliance with the GDPR and Bliss' Data Protection Policy
- To adhere to Bliss' User Involvement policy and practice and to work closely with a range of stakeholders and users of services to best design, support and evaluate our activities.
- To undertake duties in line with the Institute of Fundraising, the Fundraising Regulator and other relevant codes of conduct.
- All employees must have a right to work in the UK.

About Bliss

Bliss is the UK charity for babies born premature or sick. Our vision is that every baby born premature or sick in the UK has the best chance of survival and quality of life.

We champion the rights of every baby born premature or sick to receive the best care. We achieve this by empowering families, influencing policy and practice, and enabling life changing research.

For more information about Bliss, visit bliss.org.uk

Why Work for Bliss

If you work for Bliss, you'll be part of a passionate, hardworking team who are making a real difference to the lives of babies born premature or sick.

Bliss has around 40 staff, most of whom are based in our lovely London Bridge office, with a small number of remote staff based in Scotland. All of our staff work **flexibly**, with everyone able to choose when to work their hours between 7am – 7pm Monday to Friday (working days are up to 8hrs long). This means we can provide lots of options for flexible working, such as annualised or compressed hours, as well as offering roles on a job-share basis.

We really value in-person interactions, so **hybrid working** means staff work in the office for two days per week but can choose to work wherever they like for the rest of their hours. Staff are supported to work even more flexibly over the summer and are also able to choose two weeks per year when they work fully remotely, if they would like to.

We are an equal opportunities employer and take pride in our **inclusive** work culture. We are committed to being inclusive in our recruitment practices and in our ways of working to ensure we recruit and retain a diverse workforce. Having a **diverse** workforce is important to us, to ensure we can best represent and serve all babies born premature or sick every year. We recognise that babies born into families already facing health inequalities may need more, or different, support in order to have the best chance of survival and quality of life so there is a particular focus in our **strategy** on driving for equity in neonatal care. We are determined to become even more inclusive and diverse in the future.

Our staff truly embody our **values** of being supportive, trusted and ambitious. In 2023 we asked staff what makes Bliss unique to work for, and staff said: *"the supportive culture, people care about their work and genuinely want to do their best"* and *"we seem to have a great skill in employing lovely ambitious people. I think it's rare to work somewhere with such a friendly and supportive culture where people genuinely care and go out of their way to collaborate and to support one another"*. **95% of staff said that Bliss was a good place to work and 95% said Bliss has an inclusive environment where all staff are welcomed, valued, and respected.**

Working at Bliss also means you'll leave work every day knowing that you **make a difference**. We take opportunities to share each other's successes, and we are totally focussed on understanding the needs of our beneficiaries and seeking to address them. We share our findings regularly with each other, so that we all feel **connected to the cause** and see the **direct impact** we are having.

Working for a relatively small charity, you will get a real chance to **shape the agenda** and be able to take **ownership** of a project or task. We can also provide lots of opportunity to work with different teams and on project and working groups, so **you'll never be bored!**

We understand that we all have different priorities at home and we aim to offer a mix of financial and non-financial **benefits**. Our 'better than statutory' benefits include:

- 34 days paid holiday (pro rata for part-time employees) including bank holidays which can be taken whenever desired [26 days of holiday plus 8 days of bank holiday]
- Additional one-off week holiday granted as a 5 years' service award
- Generous contributory pension scheme
- Interest-free, tax-efficient season ticket and cycle loans
- Enhanced company sick pay
- Enhanced family leave pay (after minimum service)
- Neonatal leave and pay
- Paid time off for volunteering
- Paid Emergency and Dependents leave.

We have a **relaxed** work-life and dress code, offer free access to an **employee assistance programme** and ensure a genuine focus on ongoing **learning and development** for all staff, with dedicated L&D time and paid leave for personal L&D activities. Our staff are friendly and kind, and enjoy **social activities** together in and outside of working hours.

We are proud to be a [London Living Wage employer](#), and have signed up to the [Show the Salary](#) pledge.

Accessibility Statement

Bliss is committed to recruiting employees who reflect the diverse community we serve.

We know that in order to recruit the most talented people, we need to access a wide pool of talent, and this means being as inclusive as possible in how we recruit, support and retain our staff.

Bliss recognises the positive value of diversity, promotes equity and challenges discrimination. We welcome and encourage job applications from people of all backgrounds, including applications from Black, Asian and Ethnic Minority communities, people who identify as having a disability, and LGB+, Trans and non-binary candidates.

Don't meet every single requirement? Studies have shown that women and people of colour are less likely to apply to jobs unless they meet every single qualification. At Bliss we are dedicated to building a diverse, inclusive and authentic workplace, so if you're excited about this role, but your past experience doesn't align perfectly with every aspect of the job description, we encourage you to apply to tell us what you can offer our organisation. You could be just the right candidate for this or other roles.

Some examples of our accessibility provisions for the recruitment process include:

- Step free access to the building, all key meeting rooms and bathrooms, and an accessible workstation
- Application pack in large / easy read format
- Additional time for interview tasks
- Private space for additional needs (e.g. prayer / breastmilk expression)
- Pre-interview meeting to talk through the role and person specification.

If you need any adjustments to enable you to access this job information, or the application process, please let us know.