

# Compassionate Employers Executive (Marketing and Membership)

## Candidate Information Pack

October 2024

# Compassionate Employers Executive

Join us as part of Hospice UK's highly successful Compassionate Employers Team as we transform how employers support their employees through grief, caring, and terminal illness

Compassionate Employers is a workplace wellbeing programme to support employees through bereavement, caring and terminal illness.

We offer workshops, webinars, reviews of HR policies, and lots of helpful resources through our Members Hub. We provide assessment tools to benchmark organisational support against similar organisations, and we give personalised recommendations for improvement. Plus, through the Compassionate Employers Award, we recognise employers who are committed to leading the way as compassionate workplaces.

Right now, we're helping 160,000 employees across the UK.

Since our launch in 2019, we've seen impressive growth, and now we need a talented Marketing and Membership Executive to help keep our clients engaged and thriving. From NHS trusts and hospices to corporates, like Aviva and Deutsche Bank, you'll work with a diverse range of clients, so flexibility and a tailored approach is key.

We are looking for someone with experience of building customer journeys through effective marketing and engagement strategies. You will be able to build strong relationships and create impactful engaging membership journeys, maximising engagement and involvement across the programme.

You don't need to come from a wellbeing background, but we are looking for someone who is interested in this area and who shows a willingness to learn. Most importantly, we want someone who cares as much as we do about making a real difference to people's lives at work.

We are an evolving team, and so we are looking for someone to help develop and test new ideas and innovations. This could include designing new resources, investigating use of new technology to support programme efficiency or supporting to deliver new engagement opportunities such as 'networking breakfasts' for our members.

Most importantly, we want someone who cares as much as we do about making a real difference in people's lives at work. If you're driven to promote workplace wellbeing and eager to create positive change, come and join us and help shape the future of the Compassionate Employers programme.

Find out more here: <https://www.hospiceuk.org/compassionate-employers>

<b>Reporting to</b>	Compassionate Employers Lead
<b>Line Manager to</b>	NA
<b>Salary</b>	£33,926 per annum 5 days (35 hours) per week
<b>Contract</b>	Permanent, either part time of 4 days (28 hours) per week or full time 5 days (35 hours) per week options available.
<b>Based at</b>	<p>The post holder will be contractually based at Hospice House, Britannia Street, London, WC1X 9JG. This role is eligible for the Hospice UK Hybrid Working Arrangement from the start of employment. Our office is a short walk from King's Cross station in London.</p> <p>For this role, we need someone to come into the office at least one day a week, on a Tuesday. A day where all of Income Generation come into the office. You can work remotely for the rest of the time. Equally, you may prefer to work from the office full-time.</p>
<b>Closing date for CV &amp; supporting statement</b>	10am on Monday 28 October 2024
<b>Interview date/s</b>	<p>In person interviews at our office in Kings Cross, London on:</p> <p>Monday 4 November and Tuesday 5 November 2024</p> <p><i>We'll aim to notify the successful candidate by Thursday 7 November</i></p>
<b>Contact for Questions</b>	<p>About the process: <a href="mailto:recruitment@hospiceuk.org">recruitment@hospiceuk.org</a></p> <p>About the role: <a href="mailto:l.carpenter@hospiceuk.org">l.carpenter@hospiceuk.org</a></p>

You can read lots more about what it's like to work at Hospice UK on our website in the [About Us section](#) and on [YouTube channel](#) and [X \(Twitter\)](#).

## What you'll be a part of at Hospice UK

Hospice UK fights for hospice care for all who need it, for now and forever. Our mission is to promote and protect hospice care for all who need it, for now and forever.

As the national champion for hospices, we fight to make sure hospice care is there for everyone, from every background. We fight to make sure hospices are able to

deliver the best, most personalised care. We fight to make sure hospices can thrive – today and into the future.

We represent the community of more than 200 hospices across the UK. They do everything they can for children and adults living with long-term illness, or approaching the end of their lives. So we do everything we can to support hospices' incredible, invaluable work.

**"As well as the open door policy I have with my line manager, Hospice UK also gives the opportunity for your voice to be heard."**

**Millie**

Hospice UK's Office Manager

Our [ambitious new five-year strategy for 2024-2029](#) is the blueprint for how we can achieve the transformation that is needed and sets out the following three strategic priorities:

To improve equity of access: we will work so people get the end of life care they need, and support hospices to reach those we know are missing out.

To enhance quality care: we will support hospices to deliver individualised quality care amid rapidly changing demands.

To achieve sustainability: we will fight for hospice services, making sure they are well-funded, governed and well-staffed long into the future.

We will only achieve these as a community, by being an outstanding organisation, and a great fundraising organisation.

## Our values

We value working in collaboration and with compassion, we are inclusive, innovative and knowledgeable.

# About the team



Working together, we aim to support employers who need our workplace services, ultimately raising funds for hospices throughout the UK.

The Compassionate Employers programme and this role sit within our Corporate Development Team, within Income Generation and Grants. Compassionate Employers is a key part of Hospice UK's Income Generation strategy.

Our Corporate Development Team works closely within and across the department. The focus in the team is on building partnerships with businesses, through commercial activity, fundraising or strategic support. Current corporate partnerships include several 'charity of the year' relationships, conferences and events, sponsorship, cause-related marketing partnerships, a supplier directory and a jobs board. As well as driving positive change for people affected by terminal illness and bereavement in the workplace, Compassionate Employers is an important income generation stream and 'door-opener' for Hospice UK.

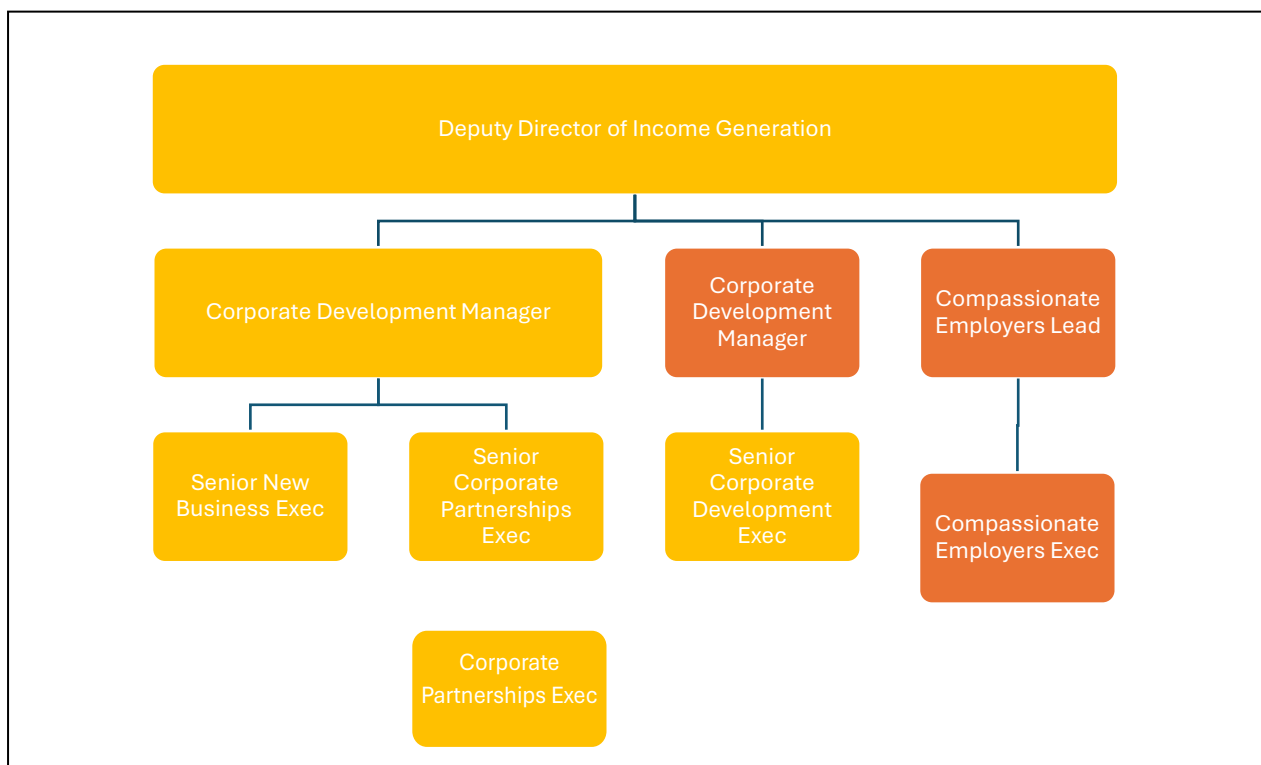
Our Income Generation and Grants Directorate engages people through emotional storytelling, connecting people to our cause, giving them the opportunity to support us in different ways and helping them to feel proud to make a difference. We aim to create a culture where income generation is embedded in the DNA of our organisation and everyone is proud of fundraising. We have a 'one team, one dream' mentality.

**"I've been at Hospice UK for 3 years and I love working here. It's an incredible organisation to work for, that truly looks after the wellbeing of the whole team. Our approach to flexible working is brilliant, giving people the autonomy to make the decision on what mix of working from home and the office works best for them. I'd definitely recommend working here and look forward to welcoming you to the team."**

**Paul H**

Paul Hodgkinson, Corporate Development Manager  
(Compassionate Employers)





## Your manager

Your line manager will be Lucy Carpenter, Compassionate Employers Lead. Lucy has recently joined Hospice UK following many years working across the charity sector. She is passionate about creating compassionate and educated workplaces, and will be leading the Compassionate Employers Programme with a new strategy for 2025/26.

Lucy comes from a bereavement and healthcare charity background and says:

*"Although I'm new to Hospice UK, I can already tell this is a place where I'll stay for years to come. The culture, flexibility, and incredible people truly stand out. We're a team of passionate innovators, always eager to try new things and create the best experiences for our members and clients. I'm thrilled about the opportunity to grow our Compassionate Employers Team—there are endless possibilities for how we can evolve this programme, and I'm excited to see what we can achieve in the coming years!"*

Lucy's LinkedIn Profile: [www.linkedin.com/in/lucy-carpenter-75386b199](https://www.linkedin.com/in/lucy-carpenter-75386b199)

## Other teams

No team is an island and none of us are as effective without each other's support. To find out more about the other teams at Hospice UK and get an idea about the size of the organisation, please see the appendix at the end of this document.

### **Your Key Relationships**

At times you'll work with all colleagues across Hospice UK as we all have specialisms to share with one another, but the most important working relationships outside Income Generation and Grants will be:

#### **External Affairs**

You'll work closely with members of the External Affairs Directorate, this includes social media, media, hospice membership engagement, information and policy and public affairs.

#### **People and Culture**

You'll work closely with members of the People and Culture team, as Hospice UK is also a member of Compassionate Employers, you will support us on our own journey to becoming more compassionate.



# About the job



# Job Description

As part of the Compassionate Employers team, you will collaborate with the Programme Lead and Corporate Development Manager to enhance and evolve member experience, equipping them with the skills to support employees through life's toughest moments.

Your role will include assisting the Programme Lead with client management, handling administration, and communication tasks. You'll also take charge of designing and delivering an annual marketing and engagement strategy to improve supporter journeys and grow our membership.

We are an evolving team, and so we are looking for someone to help develop and test new ideas and innovations. This could include designing new resources, investigating use of new technology to support programme efficiency or supporting to host new engagement opportunities such as 'networking breakfasts' for our members.

## Key tasks and responsibilities

### Marketing & Supporter Journey

- Design and deliver an email marketing strategy to support delivery of Compassion Employers Digital Membership, helping to develop excellent customer journeys
- Support to produce compelling and engaging content for internal and external blog posts, newsletters, and digital content across our communication channels
- Lead on delivery and scheduling of the Communications Calendar, this will include reactive comms relating to latest research and workplace wellbeing news, as well as regular yearly campaigns e.g.. Carers Week, Grief Awareness Week, Dying Matters Awareness Week
- Support to deliver on corporate engagement events including networking breakfasts, membership webinars and annual events
- Develop and test new ideas and innovations to grow our membership base

## Administration & Programme Delivery

- Onboarding new Compassionate Employers members and answering member queries
- Support our Compassionate Employers Programme Lead to deliver the assessment and award process for members
- Assist with the maintenance of our Compassionate Employers Member's Hub, working with our Compassionate Employers Lead to develop engaging, dynamic and relevant content and materials for members' employees
- Coordinate all aspects of training workshops, including booking venues and facilitators, client liaison, preparing supporting documents and resources

## Additionally, the post holder will be expected to:

- Attend events (sometimes in evenings and weekends) to represent Hospice UK.
- Travel to corporate events and meetings across the country.
- Undertake any other tasks that may reasonably be requested as part of the Income Generation and Grants Directorate.

## Person specification

We are looking for someone with experience of building supporter or customer journeys through effective marketing and engagement strategies. You will be able to build strong relationships and create impactful engaging membership journeys, maximising engagement and involvement across the programme.

You don't need to come from a wellbeing background, but we are looking for someone who is interested in this area and who shows a willingness to learn. Most importantly, we want someone who cares as much as we do about making a real difference in people's lives at work.

We are an evolving team, and so we are looking for someone to help develop and test new ideas and innovations. This could include designing new resources, investigating use of new technology to support programme efficiency or supporting to host new engagement opportunities such as 'networking breakfasts' for our members.

Essential	Desirable
Strong experience of working with email platforms to build and send communications, delivering engaging supporter journeys (e.g. mailchimp)	Knowledge/interest of employee wellbeing initiatives and best practices
Ability to track and to analyse engagement KPIs, adapting strategies to increase activity and engagement	Strong and comprehensive knowledge and skills using CRM software or similar tools to manage and maximise client relationships
Proficiency in Microsoft Office suite and some experience working with CRM systems	Experience in marketing a product and evidence of growing engagement and investment
Knowledge of virtual meeting platforms and tools to support delivering effective online events / webinars	Experience in managing and growing corporate relationships
Excellent organisational skills to support managing multiple client accounts	Experience supporting to deliver, or leading and delivering in person events
Strong Communication Skills	



# Terms & Conditions



<b>Job title</b>	Compassionate Employers Executive
<b>Contract</b>	Permanent, either part time of 4 days per week or full time 35 hours a week options available.
<b>Salary</b>	£27,140 per annum for 4 days (28 hours) per week £33,926 per annum 5 days (35 hours) per week
<b>Probation period</b>	Six months
<b>Notice period</b>	One month
<b>Work Pattern</b>	28 or 35 hours per week (4 or 5 days). We are passionate believers in working in a hybrid manner that suits you. See the appendix at the end of this document for more details.
<b>Pension</b>	You will be auto enrolled into our pension scheme which is at 4%. Further contributions can be made to the scheme and Hospice UK will match contributions of up to 7% of your gross salary.
<b>Life Assurance</b>	Is provided upon start date at three times salary, subject to acceptance by our insurers
<b>Simplyhealth Scheme</b>	A cash plan scheme, which provides payments towards everyday healthcare treatments for example dental, optical etc. up to a policy limit. All employees will be covered under level three of the scheme.
<b>Cycle to work scheme</b>	Loaning of a cycle via a salary sacrifice scheme.
<b>Season ticket loan</b>	An interest free loan is available after the completion of probation.
<b>Holiday</b>	25 days in the first year, increasing to 27.5 days in the second year of service and 30 days in the third. <note this will be pro rata if the role is part-time>  The leave year runs from 1 January to 31 December.
<b>Location</b>	You will be contractually based at Hospice House, Britannia Street, London, WC1X 9JG. The Hospice UK Hybrid Working Arrangement is available from the start of your employment.  Ideally, we are looking for someone to come into the office in London on a Tuesday each week. A day where all of Income Generation come into the office. You can work remotely for the rest of the time. Equally, you may prefer to work from the office full-time. We encourage all colleagues to visit member hospices to help inform our work and you may be able to work from there.

# About Hospice UK





# Hybrid working at Hospice UK

At Hospice UK we have been hybrid working for a long time and believe that it's important to let individuals work in a way that makes sense for them. Everyone is different and we have colleagues who love being in the office with everything that brings as well as having whole teams based in all corners of the country.

We recognise that you are an individual and you have a way of working that is best for you. We'll always do our best to accommodate that.

## **We believe:**

It's based on trust. We trust you to choose the best times and places to match the work you do, your personal preferences and to balance this with your own needs and the needs of your team.

- Work is an activity and not a destination. Work is not simply desks in an office that people are required to be at from 9 to 5, a few days a week.
- Community, collaboration and connection are part of who we are at Hospice UK and we know they are important for your wellbeing. We will continue to provide safe office spaces for you to collaborate and connect with each other.
- Hospice UK recognises that physical presence does not equal great performance. Your performance will be evaluated on the impact you have and the outcomes you deliver, not solely on being at the office all the time.
- We know that there might be times when, even if you'll generally be working remotely, that you feel that being on site is crucial, such as when you first start working at Hospice UK or have started a new role.
- Hybrid working is open to everyone who has a suitable role regardless of how long they have worked for Hospice UK.

## **Working hours and keeping in touch**

We want to empower you to flex the times you work so you can balance your home life around the needs of your role. We trust you to manage your own time and make sure you do the hours you are contracted to do. However, there are some important things we would like you to be aware of:

- We may ask you (with enough notice) to be available at certain times to meet the needs of the charity, and to physically be in the office to collaborate or attend training.

- If you choose to work early or late, perhaps during unsociable hours, please be courteous and respectful to your colleagues. We don't normally expect our people to respond to emails or calls during unsociable hours, nor should you.

Hybrid working should not be used as a way of carrying on working when you are sick, often called 'presenteeism.' If you are ill, then you need to take time off.

## About our teams

Every single person at Hospice UK is a vital part of making our amazing organisation function. None of us can do it alone.

As time goes on, you'll find out more about what colleagues in other departments do, but for now, here's an overview of the individual teams and how, with you, they help Hospice UK change the world.

### External Affairs

This new team brings together our communications and campaigns work, our policy, advocacy and influencing work, and our membership engagement function.

Our job as a department is to be the bold national voice of the hospice sector, representing its interests, campaigning and lobbying on its behalf, and improving public understanding of what hospices do and just how important they are.

We're here to make sure as many people as possible, from all walks of life, can access high quality end of life care – no matter who they are, where they are, or why they are ill.

Working closely with our 200+ hospice members, we have a strong track record of winning campaigns on their behalf, most notably in recent years by securing close to £400m in emergency support for the hospice sector during the Covid-19 pandemic.

Our focus now is ensuring that hospices can meet ever increasing demand for their services, with well-funded and well-staffed hospices across the UK.

### Programmes

This new team brings together the projects and networks we deliver with and on behalf of our 200+ members, and our health, charity and academic partners. Our projects aim to increase the reach of hospice care to underserved communities. Our networks bring together colleagues and experts in many different roles to share and learn from each other.

We run conferences and masterclasses, including our flagship annual national conference. And we work with hospice leaders to tackle together some of the key issues impacting funding, workforce and service delivery across the four nations of the UK.

Our work is often overseen by clinicians and underpinned by the national evidence we analyse and the data we collect from hospices.

## **Income Generation and Grants**

The Income Generation team raises money for Hospice UK through events, major donors, trusts, individual giving, legacies and corporate partnerships.

The Grants team secures funding from grant-making organisations and then distributes it to hospices via managed grants programmes.

The department is made up of five teams:

- Events and Supporter Engagement
- Major Giving
- Corporate Development
- Compassionate Employers
- Grants.

These teams all work alongside one another to maximise income for Hospice UK and support for local hospices through a variety of activities, campaigns and partnerships.

Our aim is to create sustainable, diverse income streams to enable Hospice UK and local hospices to continue to develop and thrive.

## **Operations**

Operations enable Hospice UK to be an outstanding organisation, supporting and enabling the whole charity to achieve its objectives by providing resources and modern ways of working. We ensure that the best and most skilled staff can contribute to us being a great membership body. Hospice UK needs to be a super place to work to attract diverse talent and we are determined to foster a positive culture and employee experience.

The operations team is made up of our internal support teams:

- **People and Culture** work to look after the people at Hospice UK from ensuring that new colleagues have everything they need (including managing the induction programme and creation of this document) working with managers to find new colleagues and develop the teams they have. Alongside this they make sure that we focus on wellbeing of all the

staff at Hospice UK and are always here when anyone needs to know how to find support.

- **ICT, Digital and Data** supports Hospice UK's vision, mission and strategic priorities by providing technology that helps us all to work efficiently and effectively. They also collaborate with teams across Hospice UK to improve the services that we provide to the hospice sector, members of the public and others.
- **Project ECHO** stands for the Extension of Community Healthcare Outcomes. A learning methodology leverages videoconferencing technology to share knowledge, best practice and provide support across various settings to increase the capacity of resources. This short Project ECHO [animation](#) provides an introduction to how the methodology can develop communities of practice and support the wider health and social care sector.
- **Finance** manage all the income and outgoings for the organisation, ensuring that we use the funds we receive from our supporters in a way that will give the most benefit.
- **Facilities** lead on ensuring that our office and wider means of working are running smoothly and allowing all our colleagues to have a welcoming, functional and enjoyable place to visit.
- **Regulatory and Contracts Manager** - not an employee but works closely with the operations team, and in particular ensures any contracts or agreements we enter into with external organisations are fit for purpose.