

JOB DESCRIPTION

Job Title:	Communications Officer
Team:	Communications and Marketing Team
Salary range/pay band:	£26,000 - £30,000 dependent on experience
Reports to:	Communications Manager
Direct reports:	
Hours:	37.5 hours per week
Location:	Shooting Star House, Hampton / Christopher's, Guildford
Job holder:	

Introduction to Shooting Star Children's Hospices

Shooting Star Children's Hospices

Shooting Star Children's Hospices provides specialist care and support to families who have a baby, child or young person with a life-limiting condition, or who have been bereaved. Rated 'Outstanding' by the Care Quality Commission, we support families across Surrey, north-west London and south-west London from diagnosis to end of life and throughout bereavement with a range of nursing, practical, emotional and medical care.

Our specialist care and support is free of charge to families and available 24 hours a day, 365 days a year. It includes specialist nursing in the community, symptom management and pain relief, overnight respite stays, end-of-life care, specialist bereavement care and a comprehensive range of therapies, groups and clinics for the whole family.

At the heart of what we do are our dedicated staff; their exceptional commitment and professionalism means every family has the opportunity to **make every moment count**.

It costs £10 million a year to run Shooting Star Children's Hospices. Just 30% of our funding comes from the government, so we rely on our supporters' generosity to keep the service running. We employ 175 members of staff, including 98 nursing and medical staff, and support around 700 families.

Introduction to Team

Communications and Marketing Team: The Communications and Marketing Team is responsible for raising awareness of our organisation and its impact. They develop marketing strategies, create promotional materials and manage our online presence to reach donors, volunteers, and the wider community. This team also communicates our mission and values effectively through various channels, including social media, publications, newsletters and press releases.

Job Profile

a) Main purpose of job in delivering our strategy

The Communications Officer is responsible for developing inspiring and compelling written content to support income generation, encourage referrals and raise awareness of our vital work.

They are also responsible for day-to-day internal communications across the charity, where they will work with the Communications Manager, the senior leadership team and teams from across the charity to ensure regular, up to date and creative internal communications.

b) Main duties and key responsibilities

Copywriting / Storytelling / Content gathering

- Develop and produce engaging, creative editorial copy for Shooting Star Children's Hospices' campaigns, events and website.
- Lead on the charity's e-marketing communications including producing the monthly newsletter, and supporting fundraising and retail teams with email campaigns, appeals and stewardship comms.
- Lead, research and develop award opportunities on national and regional scale, both clinical and non-clinical, to help build the profile of Shooting Star Children's Hospices.
- Edit and proofread documents written by third parties, staff or volunteers to ensure key messages and references to Shooting Star Children's Hospices is accurate.
- Help draft copy for publications (e.g., Shine) and marketing collateral for fundraising campaigns and events.
- Create a bank of content for colleagues to use including family stories, a quote library and money prompts.
- Support and action requests for images, quotes and family stories ensuring accurate messaging and active consent.
- Regularly attend hospice and fundraising events to capture written content and quotes to showcase the work we do.
- Support the Communications Manager with the development of family stories including conducting interviews and writing inspiring stories to be used across all our communication platforms.
- Build strong relationships with our care team to enable smooth working practices and generate regular news stories for print and digital media, and relevant publications (e.g., Shine).
- Help to ensure that our image library and photo consents are up to date including maintaining a log detailing where images are used and work closely with the Communications Manager and Head of Hospice Services to renew consents due to expire and note any sensitivities or changes to usage.
- Help to ensure family stories and images used by Shooting Star Children's Hospices and third parties are up to date and with consent.

Internal Communications

- Lead on the production of the charity's fortnightly internal newsletter including content gathering, writing and editing copy, creating the email in Mailchimp and sign-off from senior leaders.
- Manage and maintain the charity's intranet posting a steady stream of news and ensure that content and information is regularly reviewed and kept up to date.
- Help to roll out new internal communications channels across the charity as required.

Press

- Sign off third party press releases featuring Shooting Star Children's Hospices and where necessary draft quotes.
- Identify press opportunities and story ideas to help the charity achieve targeted, high quality media coverage.
- Support the Communications Manager by writing press releases and selling in stories as needed.

Reporting and collateral management

- Manage our press cuttings service to generate reports on our coverage to measure success and to educate internal stakeholders on how best to maximise charity stories.
- Maintain and regularly update our media contacts list.
- Maintain an inventory of collateral ensuring collateral is up to date and readily available, and flag when stock is running low.

c) Other Requirements

These requirements will be applicable to some posts. (Please delete/amend those which are not relevant for this role.)

- The post holder must be able and willing to get to and work in both hospices.
- The post hold will need to attend Shooting Star Children's Hospices events. Some events may be during evenings and weekends.
- The post holder will be required to apply for an Enhanced Disclosure and Barring Service (DBS) check

d) Mandatory Criteria

Other duties

The post holder will be working in a developing environment and they will therefore be expected to undertake other appropriate duties as required for the effective operation of Shooting Star Children's Hospices.

Professional Codes of Conduct

The post holder will be required to respect professional codes of conduct and practice relevant to their role, as appropriate.

Health and Safety

The post holder will be responsible for health and safety in the area under their control and they must ensure that they are familiar with Shooting Star Children's Hospices policy on health and safety at work.

Mandatory Training

The post holder will attend all mandatory training relevant to their role

Our values and behaviours

Shooting Star Children’s Hospices is a leading children’s hospice charity for babies, children and young people with life-limiting conditions, and their families. We require that all of our staff share our common values and display behaviors that will enable us to achieve our goals.

Professionalism – *we will safeguard our families, each other and our organisation by working to ethical and professional standards at all times.*

Respect – *We will treat each other with the utmost respect.*

Integrity – *We will be open, honest and transparent in all that we do.*

Diversity – *We will respect individuality and ensure inclusion and fairness to all.*

Excellence – *We will strive for excellence in all that we do.*



Shooting Star Children’s Hospices is committed to ensuring the welfare and safety of children and young people. All staff members are expected to adhere to our safeguarding policies and procedures. This includes undergoing appropriate training, following reporting protocols for any concerns related to child welfare, and promoting a safe and supportive environment for children and young people. Before commencing employment, successful candidates will be required to provide satisfactory references and undergo an enhanced Disclosure and Barring Service (DBS) check.

Person Specification:

Qualifications	
Essential requirement	Desirable requirement
	<ul style="list-style-type: none"> Educated to A level or equivalent in relevant area
Experience	
Essential requirement	Desirable requirement
<ul style="list-style-type: none"> Demonstrable experience of copywriting and storytelling. Relevant and demonstrable experience of generating compelling storytelling ideas. Relevant and demonstrable experience of working effectively 	<ul style="list-style-type: none"> Experience of using email marketing platforms. Experience of managing case studies including working with a set consent process. Experience of working with the media.

and building relationships with colleagues at all levels.	<ul style="list-style-type: none"> • Experience of managing a press cuttings service to produce reports showing value of press coverage.
Knowledge and Skills	
Essential requirement	Desirable requirement
<ul style="list-style-type: none"> • Strong understanding of what makes a good story. • Ability to work under pressure, through heavy workloads and to tight deadlines. • Ability to influence and communicate with internal and external stakeholders at all levels. 	
Personal Qualities / Competencies	
Essential requirement	Desirable requirement
<ul style="list-style-type: none"> • Excellent interpersonal skills able to deal with difficult situations sensitively and confidentially. • An unyielding attention to detail, a can-do attitude, and a passion for creativity. 	

What we offer

Pension scheme

- NHS Pension Scheme (eligible employees)
- Stakeholder pension scheme
- Employee contribution 3.5%
- Shooting Star Children's Hospices contribution 4.5%
- Additional contributions – we will pay 1% above the contribution up to a limit of 7%

Annual leave

- 27 days plus Bank Holidays rising with length of service
- 2 weeks paid sabbatical leave after 5, 10 and 15 years' service

Contractual benefits

- Generous sick pay scheme
- Enhanced maternity, adoption, and paternity leave pay
- Flexible working arrangements
- Death in service benefits

- Reimbursed professional membership fees
- Employee referral scheme
- Blue Light discount card

Health and wellbeing

- Employee Assistance Programme
- Occupational Health
- Eye care
- Cycle to work scheme
- Mental Health First Aiders
- Nutritionally balanced meals at Christopher's (free for employees) and free fruit at Shooting Star House

Equality, diversity and inclusion

Shooting Star Children's Hospice is committed to inclusion and diversity in everything we do. We know that getting things right is critical for us to live our organisation's values: Professionalism, Respect, Integrity, Diversity and Excellence.

We are always trying to improve our way of working to be more inclusive and equal. Our vision is for Shooting Star Children's Hospice to be a place where people of all backgrounds, groups and communities feel welcomed to work and volunteer.