



Pharmacist Support

Senior Marketing and Communications
Officer

Recruitment Pack

January 2025



Welcome

Thank you for your interest in this role at Pharmacist Support. Pharmacist Support is powered by a small team of staff members and trustees and many volunteers from across our pharmacy family. Together, we're passionate, driven and deeply committed to championing wellbeing within the pharmacy profession.

Wellbeing is at the heart of what we do. Over the past five years we have invested heavily in wellbeing development for both our service users and for our own staff team. The charity now provides a range of wellbeing focused activity to empower members of our pharmacy family to better manage their wellbeing. Internally, through senior management team coaching, wellbeing sessions, and individual staff development plans we have fostered a supportive and progressive work environment, reflected in year-on-year improvements in staff wellbeing surveys. We have recently been recognised for this work winning the [Excellence in Workforce Wellbeing award](#) from the Charity Learning Consortium (CLC) and the [Wellbeing Award](#) at the Culture Pioneer Awards.

Over the past five years, through our new strategy, we have grown our impact and continue to develop to meet the changing needs of our beneficiaries. Some highlights include:

- development of a new partnership scheme, bringing in valuable income, profile and influence
- investing in major digital developments such as the charity's website and CRM, boosting reach and support, with calls to the peer support scheme Listening friends increasing by 74%, and grants awarded by 23%
- delivering an ambitious new volunteer plan, leading to a 70% increase in the number of volunteer hours in 2023
- making new environmental commitments, reducing carbon emissions of our investment portfolio, and improving our score against the UN Sustainable Development Goals.

These achievements have been positively received, with 95% of service survey respondents stating that the support they received had a positive impact on their wellbeing, and 100% stating they would seek our support again. These achievements have been recognised externally, with the charity named 'Small Charity of the Year' in 2023 at the Association of Charitable Organisations awards.

We are now seeking an exceptional individual to join our team. You will play a key role in supporting our objectives. We look forward to hearing from you and encourage you to get in touch if you have any questions.

Danielle Hunt
Chief Executive, Pharmacist Support



Who we are and what we do

An independent, trusted charity, we provide a wide variety of support services to pharmacists and their families, former pharmacists and pharmacy students. We've listened carefully to people from all sectors of the profession and deeply understand and empathise with the issues affecting pharmacy today. In our 2019 market research 97% of all potential service users surveyed felt they needed some form of support from the charity with 71% of all respondents citing mental health as a key issue affecting the sector.

We believe in better. We listen, without judgement, and encourage and empower people to create positive change. Each year we provide thousands of acts of support – we make good things happen.

Our connection to the profession is deep. Established by the Royal Pharmaceutical Society of Great Britain (RPSGB) in 1841, the organisation has grown from its Benevolent Fund roots into an independent modern-day charity.

We're proud to be able to support people from such a caring profession, and we'll never give up on what we like to call our pharmacy 'family'.

Our Vision

No one in our pharmacy family will face challenging times without us by their side.



Our Mission

To champion the wellbeing of our pharmacy family

Working for us

Wellbeing is embedded into everyday activities throughout Pharmacist Support. Our services put people first, create positive impact and deliver on our aspiration as a charity for an empowered and resilient pharmacy workforce. As a charity, our values are very important to us and guide the way we work.



Benefits

At Pharmacist Support we take a holistic approach to reward and recognition. Our approach is people centered and focuses on creating a culture of recognition. It has been developed in line with our values and is focused on wellbeing (in alignment with the organisation's mission) considering physical, mental, and financial wellbeing.

We pride ourselves on being a flexible and inclusive place to work, with people at the centre of all that we do. A general overview of the charity's benefit package is outlined below to support applicants during the recruitment process. Criteria and conditions apply, and more comprehensive information is provided in specific policies.

- **Flexible Working:** getting work-life balance right is important for our wellbeing. We operate flexible working hours and support homeworking.
- **25 days annual leave (excluding bank holidays):** After 5 years' continuous service, annual leave increases to 26 days.
- **Additional day at Christmas:** set day that all staff can take off without using annual leave.

- **Flexible annual leave allowance:** this benefit allows a carry-over of five days per year.
- **Buying annual leave:** this benefit allows staff to purchase annual leave through a salary sacrifice arrangement. Staff members can buy up to a maximum of 5 days (pro-rata) for use within that financial year.
- **Life Assurance:** we offer a death in service benefit to provide some financial assurance to loved ones in the event of death, whilst employed by Pharmacist Support. The benefit is four times basic salary.
- **Employer pension contribution:** as per auto-enrolment legislation, Pharmacist Support automatically enrolls employees into our pension scheme.
- **Enhanced sick pay:** sick pay is increased in line with length of service.
- **Learning and development opportunities:** we provide support, coaching and mentoring, guidance, materials, training to support your development.
- **Employee loans:** loans are provided for things such as a travel.
- **Cycle to work scheme:** the Cycle to Work scheme lets you buy a bike and equipment and pay it off over the next year in monthly instalments.
- **Two volunteer days per year:** two days to take at any point in the year to volunteer.
- **Health Cash Plan:** (with option for employees to contribute to increase level of cash plan or to add partners). This includes
 - o Dental, Optical, Chiropody, Health & Wellbeing and Health Screening, Combined Physiotherapy, Specialist Consultation, ECG, X ray, MRI scans, Dental Accident, Personal Accident Protection
 - o Work-related stress support programme.
 - o Employee Assistance Programme.
 - o My Counselling - 24/7 mental health helpline offering support for stress, anxiety, bereavement, financial concerns and family issues.
 - o My GP Anytime - A direct line to a doctor via phone or video chat and prescriptions sent directly to your work or home address.
 - o My Health Assessments - Online health and lifestyle analysis supported by nutrition diaries, stress and fitness programmes plus video guides.
 - o My PERKS - rewards scheme offering hundreds of deals and discounts from a variety of well-known brands.
- **Wellbeing activities:** a range of employee led wellbeing activities – this includes meditation sessions, and lunchtime fun/learning sessions. In addition, there are several organised activities hosted by our landlord including yoga, cooking classes and many more.
- **Free will writing service:** provided to our service users, staff members are able to access this free service along with other financial planning support.

What we are looking for

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| Job Role | Senior Marketing and Communications Officer |
| Hours | 35 hours per week. The post holder will be expected to work flexibly and may occasionally be asked to undertake overnight stays and evening and weekend work |
| Leave | 25 days per annum plus statutory Bank Holidays |
| Contract type | Permanent |
| Responsible to | Marketing and Communications Senior Manager |
| Salary | £33,000 - £35,000 |
| Location | Manchester/Hybrid working |

Overall purpose

The Senior Marketing & Communications Officer will support the Marketing and Communications Senior Manager in executing an innovative and effective marketing, communications, and fundraising strategy that amplifies the charity's impact. This role will contribute to raising Pharmacist Support's profile, deepening engagement with existing supporters, and reaching new audiences to drive income and build impactful partnerships.

Principal Accountabilities

1. Strategy Development and Implementation

- Assist in developing and implementing the charity's marketing, communications, and fundraising strategy.
- Lead the creation and execution of a targeted marketing plan to promote paid for services provided by the charity (e.g) wellbeing training, driving awareness and engagement.

2. Marketing and Communications Execution

- Ensure high-quality, consistent, and accurate communications across all platforms to enhance the charity's profile and ensure alignment with Pharmacist Support's values and brand.
- Manage and oversee the charity's organic social media channels, creating and curating engaging content that resonates with diverse audiences.
- Lead video production and editing to create impactful video content for campaigns, social media, podcasts and web use.
- Design and produce digital and print materials, coordinating with external agencies or managing in-house production as needed.
- Support in handling press enquiries, including coordinating responses, preparing statements, and tracking media interactions.

3. Stakeholder Engagement

- Develop and deliver regular, engaging communications to donors, supporters, and other key stakeholders, strengthening their connection to the charity's mission.
- Support internal communications to foster clear and effective information sharing across the organisation.
- Assist in creating and delivering tailored communications to volunteers, ensuring they feel informed, valued, and connected to the charity's activities and goals.

4. Online Presence and Performance

- Manage and optimise the charity's website, enhancing its content and functionality to increase engagement and profile.
- Use analytics tools to measure and evaluate the performance of marketing, communications, and fundraising activities, reporting on key insights and data to inform future strategies.

5. Campaign and Fundraising Support

- Contribute to the design and execution of direct marketing campaigns aimed at championing wellbeing, growing the supporter base and increasing income.
- Support event coordination as needed, representing Pharmacist Support at events and working closely with charity volunteers and ambassadors to raise awareness and engagement.

6. General Responsibilities

- Deputise for the Marketing and Communications Manager when necessary, maintaining continuity in the implementation of marketing and communications activities
- Assist with ad-hoc projects and tasks as needed to support the charity's goals and respond to emerging opportunities.
- Demonstrate a commitment to equality and the positive value of diversity.

Budget responsibility and decision-making authority

The successful candidate will support the Senior Marketing & Communications Manager in managing the team's budget, ensuring all activities are delivered within budget parameters. They will work creatively to maximise value for money and make the best use of the charity's resources. Additionally, they will contribute to the effective delivery of all fundraising activities, ensuring alignment with the charity's strategic goals.

Supervision of employees – complexity of leadership, number of direct reports, reporting level

None

Person Specification

| | Essential | Desirable |
|--|------------------|------------------|
| Qualifications | | |
| Relevant professional qualifications or degree or demonstrable, on-the-job experience in a similar role. | ✓ | |
| Experience | Essential | Desirable |
| At least 3 years' experience of marketing and communications within the charity sector | ✓ | |
| Proven experience in content creation, digital marketing, and campaign support. | ✓ | |
| Proficiency in video editing software (e.g., Adobe Premiere Pro) and experience creating engaging video content. | ✓ | |
| Experience in managing social media platforms, digital marketing tools, and website management | ✓ | |
| Demonstrable track record of developing fundraising related marketing and communications | | ✓ |
| Demonstrable track record of developing stories and generating media coverage for an organisation | ✓ | |
| Experience in using design software & programmes such as Indesign, Canva, Photoshop | ✓ | |
| Experience of using content management systems such as WordPress | ✓ | |
| Experience with analytics tools to measure campaign and online performance, using data insights to drive continuous improvement. | ✓ | |
| Able to demonstrate a broad understanding of the pharmacy sector | | ✓ |
| Attributes | | |
| Strong written and verbal communication skills, with an ability to create engaging and accurate content for diverse audiences | ✓ | |
| Collaborative, adaptable, and proactive, with a commitment to supporting the charity's goals and values. | ✓ | |
| The ability to develop good working relationships with a diverse range of stakeholders | ✓ | |
| The ability to influence others and build effective relationships | ✓ | |
| Excellent attention to detail, proofreading & editing skills | ✓ | |
| An ability to work on own initiative and a focus on delivering results | ✓ | |
| Excellent organisational skills | ✓ | |

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| High level of IT skills with experience of Word, Excel, PowerPoint, and Outlook | ✓ | |
| Willingness to carry out a range of tasks and travel as required for meetings and events. | ✓ | |
| Commitment to equality and the positive value of diversity. | ✓ | |

Application guidance

Skills, knowledge and experience

This is a key section of the application form that allows you to provide evidence of your skills, knowledge and experience that are relevant to the role. We will use this evidence in our shortlisting process, so it is important that you demonstrate clearly how you meet each requirement. No assumptions will be made about your achievements and abilities. Please choose examples of experience that clearly demonstrate what we are looking for, and give a succinct account of what you did, how you did it and the outcome or result of your actions. Please provide recent examples wherever possible.

Diversity monitoring

To help us ensure we are adhering to our diversity policy we ask that you complete the equal opportunities monitoring survey via this [link](#). This enables us to monitor the diversity profile of people who apply for Pharmacist Support posts. This information is given in confidence for monitoring purposes only and will not be used in any part of the recruitment process.

Shortlisting

We will invite shortlisted candidates for interview. These successful applicants will be notified by **12th February 2025**. We regret that we will not be able to notify unsuccessful applicants of the outcome of the shortlisting.

Interviews

Interviews will take place on **24th February 2025** in Manchester.

Entitlement to work in the UK

A job offer will be subject to confirmation that you are permitted to work in the UK. You will be asked to provide evidence of your entitlement to work in the UK if you are successful and an offer of employment is made.

References

All job offers are subject to the receipt of two satisfactory references. One should be from your current or most recent employer. The other should be someone who knows you in a work related, voluntary or academic capacity. Both referees should be able to comment on your suitability for the role.

Application process

To apply for the position, please complete the application form and return it by e-mail to the address below. Please do not include a CV with your application as CVs will not be considered.

We will use the information you provide on the application form to decide whether to invite you for an interview. It is therefore important that you complete the application form as fully and accurately as possible, ensuring that you give specific examples which demonstrate how you meet the essential and desirable criteria for the role for which you are applying.

If you require this information in another format, please do not hesitate to ask.

If you have any questions, please email: recruit@pharmacistsupport.org and we will get back to you.

Please submit your completed application in word format to recruit@pharmacistsupport.org by 12 noon on the 3rd February 2025.