

JOB DESCRIPTION

Job Title:	Head of Communications and Marketing
Hours:	Full time (flexible working fully supported)
Salary:	£47,000 - £50,000 pa
Department:	Communications and Marketing
Reporting to:	Director of Income Generation
Location:	Hybrid working (remote and at the Hospice)
Staff management responsibility:	Two direct reports
Budgetary Responsibility:	Comms and Marketing budget

About the job:

This is a hugely exciting time to join our team as we embark on a new organisational strategy and digital transformation for the hospice. The Head of Communications and Marketing will play a key role in leading on developing and implementing an effective communications and engagement strategy to raise the profile of GBCH, strengthen the hospice's leadership position in our health and care system and help us expand into new areas so the hospice is able to achieve its ambitious vision.

About you:

The hospice has traditionally had a reactive and conservative approach to marketing and communications, but we are now keen to invest in a much more bold and proactive approach. You will take our communications and marketing to a new level – building on our foundations and looking ahead to the ways that our service users, supporters, and the general public, will want to interact with services and charities in the future.

We are looking for someone with broad knowledge and skills, with an appetite to be bold and embrace innovative communications and marketing techniques. We are particularly seeking expertise to lead the development of a comprehensive and ambitious marcomms strategy, embedding digital practice across all areas, increasing our brand awareness, and growing external relations. This role will be pivotal in supporting our proactive engagement with the local community, key stakeholders and health professionals, as well as building our profile locally and nationally as a leader in palliative care.

Above all, you will thrive in a values-driven environment where you can use your interpersonal and relationship building skills to engage others in driving forward plans with energy and credibility. You will be an innovative and creative leader who inspires colleagues, trustees, and stakeholders.

You want your talents and expertise to make a measurable difference and you share our passion to work towards ensuring that every person facing terminal illness is supported in making the choices that are right for them.

Key responsibilities

- To lead on the creation and implementation of an ambitious communications strategy to support the hospice vision and organisational goals working closely with Director of Income Generation and other members of SLT
- To create, implement, manage and measure the success of a comprehensive and creative marketing and communications program that will support the delivery of the overarching communications strategy
- To lead on the development of GBCH rebranding project and brand strategy in support of the organisational vision and values, ensuring that corporate image and branding is maintained throughout all internal and external communication channels and providing recommendations to the SLT and Board
- To lead and deliver an inspiring and engaging multi-channel digital sub-strategy and content plan, considering all relevant platforms and helping the hospice to utilise social media to its full potential
- To oversee the development and management of the hospice's digital channels, in particular social media
- To scope and lead on delivery of a new website for the hospice
- To actively oversee and manage the website to ensure it remains an up to date and an effective portal to engage with the community, stakeholders, patients, carers, healthcare partners and any other interested parties
- To create a consistent hospice voice and lead on the development and testing of a bank of key messages to promote what we do, on position statements and to ensure consistent voice across all channels
- To implement systems and procedures to aid effective communications, marketing and PR, ensuring the wellbeing and safety of patients and families and compliance with GDPR.
- To oversee the editorial direction, design, production, distribution and quality of the organisation's key publications, ensuring effective articulation of the hospice's impact through powerful, creative storytelling and copywriting
- To lead the development and implementation of communications for HELP (hospice education and learning partnership) – a joint educational project between GBCH and St Christopher's Hospice
- To oversee the communications for OneBexley – a consortium of eight charities working together in Bexley
- To ensure that 'best practice' is the norm for the Communications and Marketing team and support the wider hospice in utilising and adhering to marcomms guidance
- To line manage the C&M team; overseeing delivery of team objectives, ensuring the team has the right support, skills and tools to succeed in their roles. Set KPIs, targets and objectives in line with strategy and operational plans
- To coach and guide team members to support their career development and progression and to help identify and deliver training and development opportunities
- To create a positive working environment, being visible, energetic and participative, encouraging cross-team working and initiatives.
- To promote and role model collaborative working across the team and with other teams actively engaging with all stakeholders across the organisation
- To oversee all marketing, digital and communications activities, ensuring that they are fully integrated into the hospice's priorities

- To design, deliver and report on evidence-based key performance indicators that monitor and evaluate of all media and marketing activities
- To develop media relations locally and nationally, with the aim of increasing the hospice's profile driving forward hospice exposure in all media (press, radio and TV); to act as a spokesperson for the hospice
- To crisis manage any potentially damaging media stories
- To manage the marketing and communications budget, planning and evaluating marketing initiatives throughout the year
- To utilise a range of research tools in order to track opinion, attitudes and behaviour within the supporter base and beyond
- To lead on the development and delivery of an internal communication strategy which promotes awareness and understanding of hospice vision and values; supporting CEO and SLT in staff engagement
- To lead on developing and implementing a new intranet on SharePoint, ensuring the complex needs of various departments are met
- To work with the Chief Executive and SLT to ensure that the hospice's profile with healthcare partners, particularly GP's, is maximised, sustained and effective at both a strategic as well as operational level
- To work in partnership with all departments in achieving their objectives around promotional material, supply of information, positioning of their activities and objectives including any research that maybe required.
- To work with the HR Team to develop our employer branding, promoting the hospice as a lead employer
- To work with all of our income streams in particular Retail, Fundraising and Lottery to maximise income generation
- To actively research and remain up to date with latest developments and trends in marketing, PR and communications and the trends and developments within the hospice / third sector, especially related to campaign initiatives, fundraising and/or digital marketing techniques.

This job description is intended as an outline of the general areas of activity and will be amended from time to time in the light of the changing needs of the organisation. It will then be reviewed in association with the jobholder(s).

Person Specification

	Essential	Desirable
Education and Qualifications	<ul style="list-style-type: none"> Educated to degree level or equivalent alternatively have proven work experience with transferable skills 	<ul style="list-style-type: none"> Chartered Marketer / PR qualification Chartered Institute of Marketing qualification
Knowledge and Experience	<ul style="list-style-type: none"> Proven substantial communications, marketing and PR experience to include aspects of digital marketing and internal communications Strong track record of developing Marketing and Communications strategies, implementation and evaluation. Experience of overseeing and developing a corporate website Significant experience of implementing digital communications plans (including website content management) and managing social media channels Experience of building, developing and maintaining professional relationships Demonstrable experience of identifying, analysing, and effectively using marketing information Experience of impactful storytelling, delivering creative marketing and communications campaigns. Experience of leading, managing and developing a team with an empathetic, empowering management style. Experience of managing a number of complex projects at any one time Experience of marketing campaigns and projects to identified target audiences Experience of working with external suppliers including design and print companies Understanding of hospice/ end of life care issues and the challenges that may be encountered in marcomms 	<ul style="list-style-type: none"> Strong knowledge of data protection legislation, fundraising regulations and other relevant communication and marketing standards Knowledge of Marketing and Communications principles within the Not for profit/Charity sector An understanding of charity retail and e-commerce Experience of the hospice/healthcare sector

Skills and Abilities	<ul style="list-style-type: none"> • Commitment to Hospice Values • Exceptional written and verbal communication skills and ability to adapt writing style for a range of audiences • Strong understanding of the communications and marketing planning and creative development process. • Excellent organisational skills, with a proven ability to use research for the basis of implementing plans and activities • Excellent interpersonal skills and ability to work with service users and colleagues at all levels • Ability to work under pressure, to meet deadlines whilst maintaining accuracy and to manage a demanding workload with frequently changing priorities • Commitment to equality, diversity and inclusion and an understanding of how this applies to own area of work • Committed to own continuing professional learning and development • Enthusiastic, proactive and dynamic approach • Ability to work as part of a team and on own initiative • An ability to think and act strategically • A self-reliant and persistent approach with the ability to inspire people to excel • Able to communicate sensitively and compassionately without reducing impact of the message 	
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About us:

Greenwich & Bexley Community Hospice (GBCH) is a local charity dedicated to providing free, high quality, compassionate care and support for adults with terminal illnesses, their families, and their professional carers in the London Boroughs of Royal Greenwich and Bexley. At any one time we are caring for around 750 people and in total we care for around 3,000 people each year in the community; in their homes, care homes, in our hospice beds and hospice-based clinics, in the local prisons and in hospital. We are a prominent and respected charity at the heart of the local community. We believe that every person facing death should have the best quality of life possible, experience dignity, peace and comfort and be supported to make the choices that are right for them. We have approximately 200 amazing colleagues and 400 fantastic volunteers across our organisation who work together towards this goal.

There is nothing else like working for a hospice. Hospice care is about creating memories with loved ones, support when facing difficult choices and it's about living to the fullest. Your talent and expertise will bring this very special kind of care to families when they need it most and you will see the impact of your work on a daily basis.

In our hospice, each role makes a difference. We aspire to reflect the communities that we serve, and we welcome applications from people of all ages, backgrounds, and experiences. We value diversity and believe our differences enrich the care we provide to local people.

Diversity also helps us as colleagues by helping us to see different perspectives, encouraging us to challenge ourselves, learn, innovate, and adapt.

What we offer:

At GBCH we know it is our people who make us the outstanding organisation we are. We want to value you and the contribution you make and as such we offer our team a variety of benefits and rewards:

- Tailored induction process
- Excellent training and development opportunities with a track record of career progression in the hospice for many staff
- Family friendly policies and opportunities for flexible working
- Generous holiday entitlement
- Company Pension scheme including access to the NHS Pension Scheme for those already enrolled
- Health and wellbeing opportunities designed by our staff led health and wellbeing group
- Discounts in our charity shops
- Staff awards programme and long service recognition
- Access to occupational health and employee assistance programme
- Access to Bluelight Discount Card scheme

We are inclusive:

We believe that equality of opportunity and freedom from discrimination is a fundamental right for everyone, and that diversity within our organisation and our community is a strength to be valued, promoted and developed.

Being a part of and supporting such a diverse community, it is vital that our staff team represents the community in which we work. We welcome applications from people from all walks of life and backgrounds irrespective of people's age, disability, sex, gender identity and gender expression, race or ethnicity, religion or belief, sexual orientation, or other personal circumstances.

We understand that people perform better when they can be themselves and that by creating an environment that includes everyone, our staff will perform to their full potential.

We do not discriminate against employees or job applicants and select the best person for each job based on relevant skills and experience.