

Job Description

Job Title	Grade/Salary
Senior Communications Officer	£25,000 – £29,000
Accountable to	Responsible for
Director of Income Generation	N/A

Job Purpose and Role

At Teesside Hospice, we transform lives. Our mission is to provide exceptional care, compassion, and support for those facing life-limiting illnesses. We are dedicated to making every moment count for patients, families, and our community. To achieve this, we are building a team of passionate, innovative professionals who are ready to make a difference.

We are seeking an experienced and dynamic Senior Communications Officer to oversee and deliver a comprehensive public relations strategy, internal and external communications and collaborate with our Marketing officer to enhance the hospice's visibility and reputation. This new role will strengthen the connection between the hospice and its stakeholders, driving awareness, engagement and support for our mission.

Main Duties and key result areas

General duties	<ul style="list-style-type: none"> • Develop and execute a proactive PR strategy to raise awareness of Teesside Hospice across the region. • Build and maintain strong relationships with local, regional, and national media outlets. • Draft and distribute press releases, media kits, and statements. • Oversee management of website content and function, maintaining and regularly reviewing to ensure constantly relevant and working efficiently and effectively. • Act as a spokesperson for Teesside Hospice when required and provide guidance for senior staff and volunteers when appropriate as needed. • Monitor media coverage and provide analysis and reports on the hospice's public profile. • Craft compelling content for newsletters, reports, and external publications. • Oversee the tone, consistency, and quality of all communications to ensure alignment with Teesside Hospice's brand values. • Support campaign development with the Marketing Lead to amplify fundraising and awareness efforts. • Ensure external stakeholders, including donors and partners, are effectively informed and engaged. • Design and implement a robust internal communication strategy to keep staff and volunteers informed and motivated.
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- Alongside the marketing officer and SMT create and distribute internal newsletters, announcements, and briefings.
- Collaborate with department heads to ensure consistent communication throughout the organisation.
- Collaborate with the marketing team to create compelling campaign materials and communication plans.
- Work closely with the Marketing officer to align communications and marketing strategies, ensuring cohesive messaging.
- Create and implement crisis communication plans/escalation processes, working with the senior management team to ensure swift and effective responses to sensitive situations.
- Act as the lead for communications during major incidents or organisational changes.
- Manage external suppliers and any freelance support as required.
- Work within an allocated budget reviewing and monitoring spend monthly, providing regular updates to the Director of Income Generation
- Ensure all activities comply with relevant legal standards, ethical guidelines, and best practices.
- Maintain accurate records and reporting, adhering to data protection regulations and transparency requirements.
- Act as one of the key points of contact for communications and marketing-related inquiries and represent Teesside Hospice at external events and meetings.
- Build and maintain strong relationships with key stakeholders, externally and internally.
- Alongside the Director of Income Generation analyse performance to inform strategic decisions and identify areas for improvement.
- Work closely across all departments and alongside the marketing officer to develop and implement communication strategies.
- Ensure consistent and effective messaging across all campaigns and materials.
- Recruit, train, and manage volunteers to support communications and marketing activities, ensuring they are effectively utilized and engaged.
- Stay abreast of industry trends and best practices in communications, implementing new ideas and approaches to enhance fundraising and awareness raising efforts.
- Encourage a culture of innovation within the team, fostering creativity and continuous improvement.

Delivering to our Values

Accountable

- Able to justify actions or decisions
- Takes personal responsibility for their actions
- Able to describe the impact of their work in a way others understand
- Welcomes feedback as an opportunity to grow and develop

Trustworthy

- Working collaboratively with beneficiaries, colleagues, partners and supporters
- Being authentic and transparent
- Trusted to respond to needs and deliver what is expected of us
- Projecting a professional image that engenders trust

Principled

- To adhere to professional and clinical standards
- Maintain appropriate boundaries and relationships which are built on trust and honesty
- Avoid and speak out against any actions, or behaviours, that conflict with our values or could cause harm to any stakeholders
- Demonstrate strong moral principles which embody Teesside Hospice's vision and bring our values to life
- Do the right thing even in difficult situations, and always endeavour to work effectively and efficiently to maximise results and service

Skilled

- Having and showing the knowledge, ability or training to work well
 - Seeking opportunities to learn from a wide range of sources
 - Contributing to the provision of excellent, safe and effective care no matter what your role is in the organisation
- Ensuring that the treatment, support and services we offer are effective

Compassionate

- *Feeling or showing kindness and concern for others*
- *Able to empathise with people who dealing with a terminal illness*
- *Being kind in use of language and behaviour*
- *Caring for others who need our support and help*



All employees are expected to:

- Live the Hospice's values so that the highest standards of patient and customer care can be achieved.
- Be committed to diversity and inclusion of all, promote and improve service standards, so that excellence in all that we do is perused through continuous improvement.
- Contribute to development of and strive to meet departmental, team and individual targets
- Participate in the staff appraisal and development scheme, one to one performance discussions and attend identified training to ensure continuous learning and improvement
- Comply fully with the Code of Conduct, health and safety requirements, legislation, regulations, policies and procedures
- Attend meetings or provide services outside of the usual working hours where reasonably requested to do so
- Have an overall understanding of the risks and implications associated with the requirements of the role and takes appropriate action to mitigate any potential consequences.
- Embrace digital ways of working to help improve efficiency and save costs to the Charity.
- Respect privacy and dignity at all times.

The duties outlined in within this document are not exhaustive and other duties may be expected in line with the level of the role at the discretion of the department Director. Teesside Hospice reserves the right to amend the job description at any time.

I have read and understand the duties required for the role.

Signed **Date**

Print name

Person Specification

Attribute	Detail	Essential or Desirable
Skills & Abilities	Excellent written and verbal communication skills with the ability to engage a variety of audiences and create engaging content for diverse audiences	E
	Ability to develop and implement effective communication strategies and plans	E
	Strong strategic skills and problem solving abilities	E
	Proven ability to manage multiple communications channels effectively, including digital, website, social media and print.	E
	Strong interpersonal skills and relationship building skills, with the ability to work collaboratively across departments	E
	Strong organisational skills and attention to detail	E
	Ability to manage budgets and maximise return on investment	D
	Ability to prioritise to meet deadlines and work across multiple projects	E
Knowledge & Experience	Proven experience in a PR, media or communications role	E
	Track record of building and maintaining relationships with media and external stakeholders	E
	Knowledge of Teesside and local media landscape	E
	Experience in managing both internal and external communications	D
	Experience in the charity, healthcare or non profit sector	D
	Knowledge of digital communications tools and platforms	D
Education & Qualifications	Relevant communications, public relations, journalism or similar qualification	D
	Commitment to staying current with industry trends and best practices	E
Personal Attributes/ Key skills	A genuine passion to make a positive impact to support Teesside Hospice	E
	Highly motivated and proactive, a creative problem solver	E
	Ability to work calmly under pressure and adapt to changing priorities and circumstances	E
	A collaborative team player with an inclusive and flexible approach	E
Other	Willingness to work flexibly on occasional evenings or weekends as required	E
	Commitment to upholding the values and ethos of Teesside Hospice	E
	Full UK Driving Licence with access to car and valid insurance policy	E