JOB DESCRIPTION

**Job Title:** Communications Officer

**Responsible to:** Director of Income Generation and Communications

**Salary:** Band 4 ( £22,549 to £24,882 pro rata)

**Hours:** 30 hours per week/includes out of hours as required

**Location:** Derry/Londonderry

# Overall Purpose

To assist in the development and delivery of internal and external Public Relations, Communications and Marketing activities, to publicise Foyle Hospice, raising awareness of the organisation’s clinical work, encourage support and uptake of services, community initiatives, volunteering and fundraising activities including opportunities for corporate and social partnerships.

# Key responsibilities include:

**Strategic Priorities**

1. Support the Trustees, Chief Executive and Senior Management Team to ensure that the profile of the hospice is increased and communication opportunities are maximised.
2. Represent Foyle Hospice on groups, networks and at events in Northern Ireland

# Operational Responsibilities

**PR, Communications & Marketing**

1. Copy writing, editing and proofreading for various online and offline channels (including press, publications, marketing materials, and website) for various internal and external audiences (including corporate, clinical, and fundraising purposes).
2. Contribute to the implementation of the hospice’s communications strategy which includes both internal and external communications.
3. Raise awareness of all charity, trading company and clinical service activity through formulating and assisting with press releases and media interviews for staff, volunteers, patients and families as appropriate and securing reasonable media coverage.
4. Contribute to supporter newsletters and publications when required, liaising with relevant staff and external suppliers to ensure deadlines are met.
5. Develop communications and marketing activities and medium ensuring all messages / content is up to date, accurate and appropriate at all times.
6. Liaise with wider hospice staff and volunteers, patients and families as necessary to gather and write news stories or other content, managing relationships in an appropriate manner
7. Develop and write case studies and develop new systems for showcasing stories maintaining an up-to-date library of case studies.
8. Help ensure regular publications, promotional materials and online information are up to date, accessible in a variety of formats and consistent with brand values.
9. Maintain file of relevant media permission forms from staff, patients, families and the public.
10. Provide photography at events, cheque presentations and visits as required.
11. Create press releases for any events or other activities on third party listings or news websites as appropriate, and in line with the annual budget.
12. Ensure timely submission of copy for all internal and external communications.
13. Support the distribution of fundraising and events material internally and externally.
14. Update the relevant team(s) in relation to publications and channels of communication.
15. Conduct regular communication audits: e.g. materials, online, internal notice boards and signage to ensure that content and branding is current and consistent with the agreed communications strategy.
16. Be aware of the latest developments and trends in the social media or online arenas, and in digital technologies, suggesting new ways to implement these at Foyle Hospice and approaches that may increase uptake of our marketing and communications messages.
17. Represent the hospice at internal and external events as required.
18. Liaise with other internal departments, in order to advise and develop plans or identify opportunities which raise awareness of Foyle Hospice and its cause.
19. Liaise with any external agencies and freelance service providers as appropriate.
20. Work effectively and support the wider team including gaining and managing approvals and ensuring deadlines are met for projects and publications.
21. Provide administrative support to the team as required.

# Personal Development

1. Maintain high professional standards and keep abreast of relevant issues and continue own personal and professional development. Foyle Hospice will provide relevant education and development opportunities where it is deemed appropriate.

# Monitoring, Evaluation and Management Reporting

1. Ensure effective records management (manual and computerized) are maintained accurately and are up-to-date in line with legislation and GDPR to maintain confidentiality and security.

# Quality and Safety

1. Adhere to quality assurance standards and codes of practice in line with changing requirements, legislative compliance and best practice in relation to the activities under your remit.
2. Ensure the efficient and effective use of all our resources (staff, financial and physical).
3. Adhere to all organisational policies and procedures.
4. Manage your own wellbeing and support interventions for employees in line with organisational need.
5. Ensure adherence to all Health and Safety Regulations applicable to the working environment and adhere to same.

# Other

Carry out such other duties as required as are consistent with the mission of the organisation and overall purpose of the job.

*This job description reflects current aspects of the post and applicants must be aware that the hospice is constantly changing and developing its services. This may mean changes in the role and*

*the successful applicant will be one who demonstrates a flexible attitude and willingness to embrace change in the interests of the service.*

# PERSON SPECIFICATION

**Essential Criteria:**

1. Extensive experience working in a similar environment within PR, Marketing and/or Communications.
2. At least one years’ experience with clear evidence of a track record of achievements in:
   1. Communications experience including copywriting and editing experience
   2. Managing website content, using intranet and social media including marketing campaigns and offline media.
   3. Experience of public speaking.
3. A working knowledge of Microsoft Office packages and social media forums
4. Valid Driving License and access to own transport
5. Willingness to travel as required for the role
6. Willingness to work flexibly including evenings and weekends as required
7. Passionate and committed to the aims and charitable objectives of Foyle Hospice

# Competencies

1. **Effective Personal Leadership:** The ability to take personal leadership, responsibility and accountability within your area of work including working to a high standard.
2. **Results Focus:** Excellent organizational and planning skills, with the ability to multi-task, and prioritise, with the determination, enthusiasm, self-motivation and commitment to overcome obstacles to ensure results and outcomes are delivered in line with KPIs.
3. **Attention to detail and Decision Making:** Strong attention to detail and proven analytical skills and sound judgement with a solution focused approach to problem solving including financial to make objective and evidenced based decisions.
4. **Team working:** Strong interpersonal skills with the ability to build and maintain positive and productive relationships internally and externally with a diverse range of people.
5. **Excellent communication skills:** (both verbally and in writing and including delivering successful presentations) to persuade and influence effectively with a range of internal and external audiences (staff, carers, colleagues, volunteers, donors and stakeholders).
6. **Innovation and continuous improvement:** The ability to use initiative to think ahead and evolve new approaches and innovations, personally adapting to change and helping others to do the same.