

## JOB DESCRIPTION



<b>Job Title:</b>	Head of Public Affairs and Communications
<b>Responsible to:</b>	Director of Income Generation and Communications
<b>Salary:</b>	Band 7 - £46,148 - £52,809
<b>Hours:</b>	37.5 hours per week
<b>Location:</b>	Derry/Londonderry

Please note Foyle Hospice terms and conditions vary from Agenda for Change.

### Overall Purpose

To provide strategic leadership and ensure the operational delivery for PR, marketing, and internal communications to enhance visibility and impact aligned to our values and Strategic Plan, and enhance revenue and growth.

### Key responsibilities include:

<b>Strategic Priorities</b>	<ul style="list-style-type: none"><li>• Develop, direct, and lead on comprehensive internal and external PR, Communications and Marketing strategies in line with Foyle Hospice's values and delivering on the Strategic Plan</li><li>• Drive additional exposure through the media</li><li>• Develop and lead on a renewed lobbying strategy to generate funding.</li><li>• Maximise the use of digital marketing resources to increase and improve inclusiveness, accessibility and engagement with those patients and families who need specialist palliative care services and which reflects diversity within our local community</li></ul>
<b>PR, Communications &amp; Marketing</b>	<ul style="list-style-type: none"><li>• Evolve and establish the organisation's branding and overall message to positively position our profile and raise awareness through print and media campaigns to ensure the public has a sound understanding of what we offer and to support the generation of revenue and growth.</li><li>• Direct and lead on the development of existing and new platforms to maximise communication channels for and supporting patients, families and carers (mobile and online materials and platforms)</li><li>• Create engaging of online and social media content to drive activity including Campaign Design to promote and evolve virtual Fundraising concepts</li><li>• Ensure the development and publication of Foyle Hospice collateral for services, including brochures, flyers, posters, pop-ups, forms, videos and photography, for internal and external communications.</li><li>• Develop a catalogue of published information, case studies and training tools that complement Foyle Hospice services and ensure these are widely available as relevant for internal and external use (funding and campaigns and RQIA)</li><li>• Increasing knowledge of Foyle Hospice and its services specifically targeting the medical community</li></ul>

	<ul style="list-style-type: none"> <li>• Ensure the development, updating and maintenance of the website content for patients and other key stakeholders for each programme that Foyle Hospice delivers</li> <li>• Sustain or increase support from donors, volunteers, and fundraisers through effective PR and Communications</li> <li>• Act as a brand spokesperson managing and overseeing all media relations and activities including Radio, Television and Newspaper</li> <li>• Engage with a diverse audience, including business, individuals, organisations, religious affiliates, government agencies, funders, staff and the medical community</li> <li>• Leading the provision of a professional and efficient 'press office' function, providing routine, proactive and crisis response across all content channels</li> <li>• Promote a culture of innovation, collaboration, and learning from best practice to make continuous improvements</li> </ul>
<b>Monitoring, Finance and Reporting</b>	<ul style="list-style-type: none"> <li>• Develop and manage the communications budget</li> <li>• Ensure data driven analytics to enable insights, monitoring and measuring campaign effectiveness, including SEO and other key metrics, and utilise this to refine strategies, inform decision making and maximise Return of Investment</li> <li>• Prepare management information reports on all key metrics</li> <li>• Oversee effective records management (manual and digital)</li> <li>• Ensuring records are maintained accurately and are up-to-date in line with legislation and GDPR to maintain confidentiality and security</li> </ul>
<b>People Leadership</b>	<ul style="list-style-type: none"> <li>• Lead and develop a high performing department to provide effective public relations and communications internally and externally</li> <li>• Advise and update the Trustees/Senior Management Team on all communication matters</li> <li>• Ensure the digital competence and skills of the team are continuously developing to keep up to date with the latest media trends</li> <li>• Lead on the internal communication strategy to drive employee engagement and staff morale.</li> </ul>
<b>Quality and Safety</b>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Ensure the efficient and effective use of all our resources (staff, financial and physical)</li> <li>• Adhere to all organisational policies and procedures.</li> <li>• Manage your own wellbeing and support interventions for employees in line with organisational need.</li> <li>• Ensure adherence to all Health and Safety Regulations applicable to the working environment and adhere to same.</li> </ul>
<b>Personal Development</b>	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Carry out such other duties as required as are consistent with the mission of the organisation and overall purpose of the job.</li> </ul>

*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.*

## **ADDITIONAL INFORMATION FOR EMPLOYEES**

### **Conduct**

Employees must at all times abide by Foyle Hospice policies and procedures and the terms of their contract of employment. They must conduct themselves with impartiality, integrity, objectivity and honesty and maintain high standards of personal and professional accountability.

### **Performance**

Employees are expected to demonstrate commitment to the Hospice by ensuring regular attendance at work and efficient completion of duties.

### **Risk Management**

Employees must ensure that they comply with any risk management responsibilities specific to their post.

### **Governance**

Foyle Hospice is committed to the development and implementation of systems under governance to ensure continuous improvement in the quality of services provided. Employees will be expected to be pro-active, co-operate and work with these systems.

### **Confidentiality**

All information concerning patients and staff must be held in the strictest confidence and may not be divulged to any unauthorized person. Social media policy must be adhered to at all times.

### **Equality and Human Rights**

Employees must ensure that equality and human rights issues are addressed within the post holder's area of responsibility.

### **Health and Safety**

Employees should note that under Health & Safety at Work Legislation they are required to take all reasonable steps while at work to ensure their own health and safety and the health and safety of those who may be affected by their acts or omissions at work.

### **Smoking, Alcohol & Health**

Foyle Hospice operates policies on smoking, alcohol and health.

### **Environmental Cleanliness**

Foyle Hospice promotes a culture of cleanliness and has adopted a partnership and collaborative approach that recognises cleanliness as the responsibility of everyone, cascading throughout every level of the organisation.

### **Infection Prevention & Control**

Foyle Hospice operates policies to prevent healthcare-associated infections and the post holder is required to comply with all infection prevention policies, guidelines, protocols and procedures.

**Access NI Disclosure** – Foyle Hospice operates in line with the Access NI Code of Practice. Further details can be obtained from [www.accessni.gov.uk](http://www.accessni.gov.uk).

**We are an Equal Opportunity Employer**

6<sup>th</sup> August 2025