



## JOB DESCRIPTION

1	<p><b>Job Title: Communications and PR Manager</b></p>
	<p><b>Responsible to: Finance and Commercial Director</b></p>
2	<p><b><u>St Giles Hospice</u></b></p> <p>St Giles Hospice is a registered charity offering high-quality specialist care free of charge for people living with diseases which may not be curable as well as providing support for their families and carers. Services include a team of community-based St Giles clinical nurse specialists, two state of the art in-patient facilities, Day Hospice, Hospice at Home, Bereavement and Family Support, and an internationally renowned Lymphoedema Clinic. Patients come from across the hospice's catchment area, which ranges from Ashby-de-la Zouch and Atherstone in the east, to Cannock and Walsall in the west – and from Burton and Uttoxeter in the north, to Sutton Coldfield and Coleshill in the south. Care is offered at the hospice's centres in Whittington, Sutton Coldfield, Walsall and in patients' own homes across the region. St Giles spends over £9 million a year providing its specialist services and with little more than a third of this funded by the Government, the registered charity relies heavily on donations and income generation from the local community. We employ more than 400 people across a broad range of roles – from direct patient care to fundraising and administration as well as support from over 1500 volunteers to provide our services.</p> <p><b>Outline of Post</b></p> <p>The post-holder will be responsible for all external and internal communications and will ensure the communities and professional bodies that support our work are fully informed about the work we do and the impact we have for the patients and families we support. The post holder will be responsible for creating a full communications strategy, including the creation and roll out of a communications suite and key messages that are in keeping with our brand.</p>
3	<p><b>Job Purpose:</b></p> <p>Working for the Finance and Commercial Director and closely with the Marketing Manager and Heads of Income Generation the post holder will help deliver a communications strategy ensuring all external and internal stakeholders understand our tone of voice, brand guidelines and key messages and that has a positive impact on our income generation.</p> <p>Building excellent relationships with our local media and media partners, you will be responsible for promoting our work through online and offline channels as well as providing copy and content for St Giles Hospice marketing materials as well as care literature including patient care stories.</p>

4	<p><b>Job Activities:</b></p> <p><b><u>External Communications</u></b></p> <ul style="list-style-type: none"> <li>• Work with the Marketing Manager to develop an integrated communications strategy incorporating marketing and PR, using online and offline channels.</li> <li>• Implement a communications plan to increase brand awareness and recognition of the organisations vision, mission and values. Ensure the delivery of communications has the necessary checks in place to protect our reputation and brand.</li> <li>• Work with the Marketing Manager and Heads of Income Generation to develop and project manage the delivery of campaigns including identification of overall organisational objectives of each campaign and work across the team to deliver.</li> <li>• Work with Heads of Income Generation to identify our key messages in relation to the core service.</li> <li>• Act as a brand guardian to ensure consistency across external communications.</li> <li>• Develop and maintain a communications suite in-keeping with the St Giles brand including key messages about our work and impact and that defines the St Giles Hospice tone of voice and language use.</li> <li>• Provide case studies and content for the Marketing Manager to ensure regular updates across all our channels.</li> <li>• Write press releases for local and national media.</li> <li>• Oversee our media profile. This will involve directly liaising with journalists, responding to press enquiries for comments, views and supporting information and maximise opportunities for further engagement on relevant topics. Proactively generate coverage to promote our work and impact. Act as a spokesperson when necessary.</li> <li>• Provide crisis management plans and respond to situations that require PR and communications guidance. Identify issues that could potentially damage the organisations reputation and minimise risk.</li> <li>• Support the Marketing Manager with the implementation of digital communications across the organisation and externally.</li> <li>• In conjunction with the Marketing Manager, deliver the content, design, production,</li> </ul>

distribution plan and approval for our supporter newsletter.

### **Internal Communications**

- Develop and lead the organisation's internal communications strategy, acting as a brand guardian to ensure consistency across internal communications.
- Work with key staff on change and transformation projects ensuring key messages and objectives are kept up to date.
- By engaging with the staff and volunteers, ensure that news and achievement are suitably promoted and celebrated in a timely manner.
- Ensure our 'communications suite' is a live document, being shared with stakeholders and brought to life in our organisation.
- Be the internal expert and go-to person for advice and support on PR activities. In particular, you will provide guidance and support to the SMT in this area of work.
- Brief internal spokespeople and source/provide media training to ensure they are skilled to respond to media opportunities at a local level.
- Identify ways to improve the way we share information to the wider organisation, our customers, investors and partners.

### **Key Stakeholder Communications**

- Work with clinicians and families supported by St Giles Hospice to identify and proactively take opportunities to create patient and family case studies to be used to promote our work across care and income generation. Understand the importance of confidentiality, consent and the opportunities such requests may present.
- Develop and manage a case study database and related media consent process.
- Work with the Marketing Manager to provide training to staff on branding, tone of voice and key messages and ensure staff are well briefed on key communication messages enhancing communications with colleagues and developing an understanding of the work of St Giles Hospice and needs of its users.
- Develop and improve stakeholder communications providing strong messaging to key professional stakeholders ensuring the work we do is understood and our statutory funding protected.
- Increase our profile at relevant public events as an ambassador for the organisation and identify new opportunities that will increase our reach.
- Identify opportunities for St Giles work to be recognised through regional, national and international (where appropriate) awards and liaise with relevant Heads of Department on nomination entries.

- Support the St Giles Hospice’s fundraising services, education and public affairs activities.
- Participate in cross-functional projects.

**Policies, Procedures and Reporting**

- Analyse all aspects of communications and PR on a regular basis and prepare a detailed report to present at relevant governance meetings.
- In keeping with external legislation, implement robust policies and procedures related to the role including but not exclusive to media permissions (e.g. photography, video), case study permissions and safety of personal data related to Marketing, communications and PR.
- To manage the Communications and PR budget in accordance with finance guidelines.
- To monitor our media coverage and provide updates making key staff aware of any issues that may affect our reputation.
- Keep up to date on best practice within the hospice movement, delivery of palliative care and the charity sector, in particular changes to communications, innovation, legislation and codes of practice.

**General Duties and Responsibilities**

- Take an active role in St Giles Hospice events.
- Manage the relationship with third party PR agency.
- All activity and duties to be undertaken in accordance with St Giles Hospice standard policies and procedures.
- To comply with the data protection regulations, ensuring that information on clients, supporters, employees and volunteers remains confidential.
- To be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- To work in a manner that facilitates inclusion.
- To implement the Hospice’s health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment for all staff.
- To administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines and reporting requirements.

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**Terms and Conditions of Employment**

	<p>Scale of Pay: Dependent on experience  Tenure: 37.5 hours pw including some weekend and unsocial hours  Holiday Entitlement: 27 days plus 8 Bank Holidays (Rising to 35 days with service)</p>		
6	<b>Person Specification</b>		Essential/ Desirable
	Qualifications	<ul style="list-style-type: none"> <li>• Educated to degree level</li> <li>• Relevant communication/PR qualification/s</li> <li>• Minimum of 4 years' experience in a busy communications role</li> <li>• Experience of working within the third sector/public sector</li> </ul>	<p>E</p> <p>D</p> <p>E</p> <p>D</p>
	Skills	<ul style="list-style-type: none"> <li>• Excellent interpersonal skills</li> <li>• Excellent presentation skills</li> <li>• Excellent written English</li> <li>• Attention to detail and accuracy</li> <li>• The ability to build internal and external partnerships</li> <li>• The ability to use relevant software</li> <li>• Ability to travel around the catchment area</li> <li>• Proven track record of working to and achieving targets</li> <li>• Excellent networking and social skills</li> <li>• Well organised, able to multitask and manage conflicting priorities and deadlines</li> <li>• Able to self-motivate and progress plans to support the communications strategy</li> <li>• Strong diary management</li> </ul>	<p>E</p>
	Knowledge/ Experience	<ul style="list-style-type: none"> <li>• Significant experience of working in a busy communications team</li> <li>• Demonstrable experience of managing a portfolio of media relationships with experience of working across media channels</li> <li>• Proven track record of creating and implementing both an</li> </ul>	<p>E</p> <p>E</p> <p>E</p>



		<ul style="list-style-type: none"><li>• Self-awareness of gaps in knowledge and not afraid to ask for support</li><li>• Emotionally resilient to the nature of the work of St Giles Hospice</li><li>• Evidence of successfully handling sensitive situations efficiently and confidentially</li></ul>	E  E  E
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