



## **JOB DESCRIPTION**

<b>JOB TITLE:</b>	<b>Communications Officer</b>
<b>LOCATION:</b>	<b>Remotely or at our Bristol office depending on tasks and personal work preferences. Monthly team meetings are at the office.</b>
<b>HOURS:</b>	<b>35 hours per week</b>
<b>RESPONSIBLE TO:</b>	<b>Marketing and Communications Manager</b>

## **PURPOSE OF POST**

The Communications Officer will play a key role in marketing and communicating what we do to support families, professionals and services, to campaign to improve the system for seriously ill children, and to raise funds to sustain our vital work.

The Communications Officer will support our work to develop high quality, accessible information across all of our channels. They will assist with all aspects of publishing, making sure that our content meets our quality standards, is consistent with our visual and verbal brand guidelines and helps us to achieve our objectives as a charity.

The post-holder will manage the work we do to identify stories from people with lived experience of children's palliative care. They will forge relationships with families, conduct and write-up interviews and manage our library of stories, images and videos. At each stage, they will make sure that we keep children and families at the heart of the process, seeking and managing their consent to share their stories with our audiences.

The post-holder will manage the charity's media monitoring, media database and press release distribution service. They will issue press releases and produce monthly reports to help colleagues understand how effective our media and PR activity has been.

The Communications Officer will report to the Marketing and Communications Manager (Practice Service and Development).

## **THE MAIN OBJECTIVES ARE AS FOLLOWS:**

The post holder will be expected to do the following:

### **Sourcing and managing stories and other content from families**

- Manage ResourceSpace, our system for storing images, film and case studies in a way which is consistent with UK GDPR and which is straightforward for colleagues to access.
- Make sure we have up-to-date records of the families that have consented for us to store their information
- Make sure we know how families would like us to engage with them about using their stories.
- Manage requests from colleagues to use stories, images and videos from families.
- Manage the family stories, images and videos we feature across all of our printed and digital content, making sure they are removed if families withdraw their consent or if their consent expires.
- Support the Marketing and Communications Managers in identifying and delivering family voices that tell our brand story from a range of service users and stakeholders, working closely with our Family Support Hub team.
- Research and identify new family voices.
- Download feedback from family surveys and log feedback on an Excel document.
- Carry out and write up interviews with families and professionals.
- Manage relationships with family voices who share their stories with us.
- Keep comms contact trackers up to date.

### **Digital communications**

- Create and post social media content.
- Respond to our members' requests to publish information on our website.
- On one day a week, monitor our social media channels, respond to notifications and messages and post and schedule our social media content; this is done on a daily basis on a rota by members of the Communications and External Affairs team.
- Once a month, produce a report on our social media performance for Communications and External Affairs colleagues; this is done on a weekly basis on a rota by members of the Communications and External Affairs team.

### **Producing and managing our information for families and professionals**

- Lead on producing content for and publishing Together for Short Lives' factsheets, emails, print newsletters and bulletins; this includes:
  - typesetting

- editing
  - proofreading
  - optimizing for digital platforms where required
  - liaising with designers, printers, postal and courier services and other suppliers.
- Update the CRM and develop mailing lists.
- In partnership with the Marketing and Communications Manager, ensure that information production complies with appropriate processes and industry standards
- Produce, review and edit our resources and information according to our annual Publication Planner.
- Oversee all operational publication production tasks (including filing, updating annual planner and sign off processes).

### **Media and PR**

- On one day a week, monitor media coverage achieved by Together for Short Lives and our stakeholders and the wider media environment; this is done on a daily basis on a rota by members of the Communications and External Affairs team.
- Create distribution lists and send press releases.
- Be part of our Media and PR group, highlighting issues to monitor and suggesting the most effective ways of achieving media coverage for upcoming campaigns and initiatives.
- Source and report statistics which help us evaluate how our media and PR work is performing.

### **Creating multimedia content**

- Support colleagues to create multimedia assets by designing and edit images, films and other assets to communicate who we are and what we do, using tools such as Canva and the Adobe Suite.
- Support our Creative Content Lead in writing briefs for and attending photoshoots with families, children's palliative professionals and services.

### **Marketing and campaigns**

- Develop content, providing PR and media support and support our work to market and communicate:
  - our fundraising campaigns and initiatives
  - our Family Support Hub
  - the information, events and support we provide for children's palliative care professionals and services

- our campaigns to influence public policy and raise awareness of children's palliative care.

### **General responsibilities**

- Record agreed actions at monthly team meetings and support the team with general administrative tasks.
- Providing proof reading support to the team.
- Attend events and activities throughout the UK on behalf of Together for Short Lives, as and when required.
- Be responsible one day a week for picking up voicemails on the general organisational phone, referring/responding to callers as necessary
- To travel to meetings and visit children's palliative care services across the UK.
- On occasion, you will need to work outside of normal working hours due to travel requirements, to resource social media platforms or to attend meetings and / or events.
- To adopt a positive approach to personal and professional development.
- To be aware of, and act on, relevant health and safety responsibilities as an employee of Together for Short Lives, and adhere to these wherever you are working.
- To work effectively with volunteers, giving support and guidance as required.
- To carry out any other duties as are within the scope, spirit and purpose of the post as requested by your line manager.
- To work in a way that reflects and supports Together for Short Lives' Values.

## PERSON SPECIFICATION – Communications Officer

QUALITIES	ESSENTIAL	DESIRABLE
<b>EXPERIENCE</b>	<p>Experience across a broad range of communications and marketing functions, including:</p> <ul style="list-style-type: none"> <li>○ Communicating in a way which is consistent with visual and verbal brand guidelines</li> <li>○ Web and social media</li> <li>○ PR and media relations</li> <li>○ Publishing</li> <li>○ Marketing</li> <li>○ Awareness raising</li> <li>○ Creative design</li> <li>○ Storytelling</li> <li>○ Copywriting, editing and proofreading.</li> </ul> <p>Experience of:</p> <ul style="list-style-type: none"> <li>○ website content management systems (CMS)</li> <li>○ updating customer relationship management (CRM) systems</li> <li>○ Google analytics</li> <li>○ social media tools</li> <li>○ MS Office software (including Excel, PowerPoint and Word).</li> </ul> <p>Experience of design tools such as Indesign, photoshop and Canva</p> <p>Experience of managing communications projects within defined timescales.</p> <p>Experience of working with a range of internal and external stakeholders.</p>	<p>Experience gained in the voluntary sector.</p> <p>Experience of sourcing and managing stories and other content from people with lived experience of health conditions.</p> <p>Experience using ResourceSpace.</p> <p>Experience of a media monitoring, media database and press release distribution service.</p> <p>Experience of a Wordpress CMS.</p> <p>Experience of delivering membership communications.</p>

QUALITIES	ESSENTIAL	DESIRABLE
<b>KNOWLEDGE AND UNDERSTANDING</b>	<ul style="list-style-type: none"> <li>• Knowledge of, and interest in, the latest developments in PR, digital and social media.</li> <li>• Knowledge of PR and awareness raising techniques.</li> <li>• Understanding of the requirements of the main social media platforms (Facebook, Instagram, X, YouTube, TikTok and LinkedIn) and experience of producing content for these.</li> <li>• Understanding of how to create compelling content that engages supporters.</li> <li>• Knowledge of, or willingness to acquire a working knowledge of the children's palliative care sector in the UK</li> </ul>	Knowledge of different Adobe packaging including illustrator, photoshop and Rush.
<b>SKILLS AND ABILITIES</b>	<ul style="list-style-type: none"> <li>• Strong presentational skills and ability to promote the charity to a wide range of individuals and external audiences.</li> <li>• Excellent IT skills including Microsoft Office and ability to use databases and social media platforms effectively.</li> <li>• Excellent verbal and written communication skills.</li> <li>• Ability to communicate sensitively and with emotional intelligence, particularly when engaging with families of seriously ill children.</li> <li>• Strong editorial and proofing skills</li> <li>• Ability to work constructively in partnership with other groups and organisations.</li> <li>• Ability to write and create content in different styles for different audiences and platforms.</li> <li>• Skilled in translating technical information into inspirational and engaging copy.</li> <li>• Ability to assimilate complex information and communicate it in a way that is easy to understand.</li> <li>• Excellent diplomacy and negotiating skills.</li> </ul>	

QUALITIES	ESSENTIAL	DESIRABLE
<b>PERSONAL QUALITIES</b>	<ul style="list-style-type: none"> <li>• A team player, keen to collaborate, solve problems and effectively manage stakeholders</li> <li>• Motivated by achieving targets, managing multiple tasks, and working to deadlines.</li> <li>• Confident and self-assured with creative flair and innovative approach to work.</li> <li>• Resilient, positive, and adaptable to change and feedback</li> <li>• Creative, inspirational storyteller and flexible thinker.</li> <li>• Determined, tenacious and curious.</li> <li>• Enthusiastic and motivated.</li> <li>• Empathy with the children's palliative care sector.</li> <li>• Committed to the vision, mission and values of the charity.</li> </ul>	