

## Communications Officer – Fundraising

- As part of the Comms team, you will be responsible for coordinating communications relating to our fundraising activity, both digital and physical; covering our events, appeals, and ongoing campaigns to help achieve income generation targets.
- With the support of our Communications Manager, oversee our fundraising social media activity. Working alongside fundraising colleagues, produce effective content delivered through the main hospice channels to engage with supporters and the wider community. This will require excellent forward planning and hands-on creation of visual (video/still) and written content.
- Provide copy and design support/delivery in relation to fundraising posters, flyers and digital content. Ensuring artwork is creative, accurate and on-brand. Ensure content adheres to brand guidelines, bringing your ideas and experience to protect our hospice and fundraising brands, whilst keeping it fresh.
- This role is at the forefront of preparing and delivering email marketing campaigns (currently using MailChimp) for our fundraising activity. Alongside the email content creative, this involves liaising with our Donorcare team (supporter email data) and working with our Communications Manager and fundraising colleagues to ensure timely scheduling of individual emails. Ensure email marketing budget is maintained.
- Working alongside the Fundraising team, coordinate and update any fundraising-focused changes on our website.
- Responsible for contributing and coordinating fundraising content that is distributed through our various shop social media channels.
- Lead on fundraising social media engagement with the wider community; sharing across appropriate community groups and ensuring timely response to comments.
- Implementing social media and negative media policies, as required. Supporting the Fundraising team to ensure they understand the policies and react accordingly should relevant situations arise.
- Awareness and monitoring of spend/budgets relating to Fundraising paid social media activity, coordinating with Digital Specialist.
- Review digital data relevant to the above fundraising activity, including social media analytics, to inform your best practice and onward planning.
- Capture stories and case studies that reflect the diversity of our fundraisers and donors, showcasing the positive impact of their support on our hospice care.
- Attend team and cross-department meetings, contributing to planning and ideas. As required, represent the Comms team at Fundraising planning meetings.
- Where appropriate, ensure our fundraising comms reflects wider hospice messaging.
- Ensure relevant consent forms are obtained and any data handling is fully compliant.
- Help fuel our 'ideas culture' (no idea is a bad idea!).
- Ensure that diversity is at the heart of our communications. Everyone should be able to feel like they belong at the Hospice and our events.
- Be part of our analytical, data-driven approach with a digital-first commitment to real time communications in order that the team and the organisation learns and responds.
- Supporting the wider Comms team, help plan and deliver copy writing for traditional media, as required.
- Where required and outlined in our plans explore the use and application of new platforms
- Where required, ensure that physical and digital logging/filing is completed adequately
- Within the Comms team collaborate and support colleagues we use our skillsets to deliver the best for the Hospice. There are often times when we undertake tasks outside of our core daily responsibilities to make this happen.
- Alongside being reactive to opportunities, planned work needs to be delivered on time with deadlines met.

# Comms Officer – Fundraising

## IT'S ALL ABOUT YOU! (WELL THIS BIT IS)

We appreciate you might not tick every box...

### Qualifications, Skills, Experience and Knowledge

- Good level of education overall; Academic qualifications including GCSEs and A-Levels to demonstrate digital and design skills as well as writing skills
- Experience of marketing, digital communications or fundraising with the ability to create strong digital content, plus writing and copy-editing skills
- Demonstrable social media skills
- Experience of creating email marketing campaigns and making website updates (desirable)
- Excellent communication skills – written and verbal
- Excellent IT Skills - MS Office packages
- Experience of using various content creation platforms including Canva, Photoshop or similar
- Act as an ambassador for the Hospice at all times #ProudToWorkAtHoSF
- Ability to work on a hybrid basis, both in the office and remotely, utilising Zoom and MS Teams
- Flexible, empathetic, enthusiastic, positive attitude
- Well organised with the ability to manage a number of on-going tasks and prioritise effectively
- People-focused team player, able to relate to people at all levels
- Good sense of humour, with the ability to build rapport and trust
- Enthusiastic, energetic, resourceful, self-motivated, with the ability to use initiative
- Commitment to the aims and ethos of the Hospice
- Hold a full UK driver's licence with your own vehicle or the ability to travel as required by the role
- Prepared and able to attend occasional events out of office hours

### VALUES, COMMUNICATION & WORKING ENVIRONMENT

- Respect and follow [the Hospice's values](#) and policies.
- Your internal & external contacts will include all employees, volunteers, trustees and patrons, plus members of the general public and external organisations/suppliers.
- The post-holder will come into contact with emotional circumstances, through speaking to staff, volunteers and patients and or information. The post holder will frequently be required to change from one activity to another to meet the changing needs of the service
- You will be expected to comply with Health and Safety, Fire and Infection Control regulations and Hospice policies. You will need to complete all mandatory training.
- Safeguarding: Act in a manner at all times to safeguard the interests of individual patients/clients and their families and justify public trust and confidence in the Hospice of St Francis

This list of tasks and responsibilities is not exhaustive and the job holder may be required to undertake other relevant and appropriate duties as required by the Manager. This description and specification can be amended by agreement with the Post Holder and Manager