



Nightingale House Hospice
Hospis Tŷ'r Eos

Job Description

Job Title	PR & Communications Officer
Line Manager	Marketing & Communications Manager
Contracted Hours	15 hours
Primary Location	Nightingale House Hospice, Wrexham
Job Summary Nightingale House is an ambitious organisation providing specialist palliative care services, completely free-of-charge, to patients and their families across a wide area stretching from Wrexham, Flintshire and East Denbighshire to Barmouth and the border towns including Oswestry and Whitchurch. This is an exciting time to join our dynamic communications team. The successful candidate will be key in supporting the Marketing & Communications Manager to deliver successful media strategies, and integrated communications campaigns, to build the organisation's profile, increase our reach, raise awareness of our work and demonstrate the urgent need to maintain the hospices essential services for the community.	

KEY RESPONSIBILITIES

- Working with the Marketing and Communications Manager, helping to devise and deliver content to promote the charity's clinical services and integrated campaigns, like Dying Matters Awareness Week.
- Produce engaging copy, including press releases, comments, and potentially blogs
- Proactively sell-in news stories and features to journalists across the local media to increase our profile
- Develop and manage good relationships with local and national press organisations. Be a point of contact for journalists and provide a timely, professional, service
- Develop clinical case studies and maximise the impact of their stories
- Develop excellent working relationships with internal teams.
- Ensure spokespeople and people affected by hospice services are fully briefed and supported when undertaking media interviews on behalf of the charity
- Where required, attend events to give media support and build relationships

- Guard the charity's reputation by supporting the Marketing and Communications Manager in monitoring issues of concern and in the application of the Crisis Communication Plan
- Create a monthly news bulletin and circulate internally, and share relevant internal developments, news and media coverage with all staff
- Work with the digital team to enable an integrated and creative approach to the delivery and management of stories and content across digital and social channels.
- Work collaboratively with the team to support team objectives and support the wider charity as a whole

KEY WORKING RELATIONSHIPS

- Head of Income Generation
- Marketing and Communications Manager
- Head of Clinical
- Graphic Designer
- Digital Marketing and Design Officer
- Lottery Manager
- Head of Retail
- Head of Fundraising
- Hospice patients
- NHH Catchment area

General Requirements

This post is subject to the Terms and Conditions of employment of the Hospice as specified in the staff handbook

Competence

You are responsible for limiting your actions to those that you feel competent to undertake. If you have any doubts about your competence during the course of your duties, you should immediately speak to your line manager / supervisor.

Risk Management

It is a standard element of the role and responsibility of all staff of the Hospice that they fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards. It is a requirement that you adhere to Nightingale House Hospice Policies, Procedures, Protocols and guidelines always.

Health and Safety Requirements of the Hospice

All employees of the Hospice have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable the Hospice to meet its own legal duties including

attendance at mandatory training updates and to report any hazardous situations or defective equipment.

Data Protection and Confidentiality

The post holder must treat all information, whether corporate, staff or patient information, in a discreet, secure and confidential manner in accordance with the provisions of the current data protection legislation and organisational policy. Any breach of such confidentiality is considered a serious disciplinary offence, which is liable to dismissal and / or prosecution under statutory legislation and the hospice’s disciplinary policy. This duty of confidence continues after the post holder leaves the organisation.

Records Management

As an employee of the hospice, the post holder is legally responsible for all records that they gather, create or use as part of their work within the organisation (including patient health, staff health or injury, financial, personal and administrative), whether paper based or on computer. The post holder should consult the IG Lead if they have any doubt as to the correct management of records with which they work.

Flexibility Statement

The content of this Job Description represents an outline of the post only and is therefore not a final list of duties and responsibilities. The Job Description is therefore intended to be flexible and is subject to review and amendment in the light of changing circumstances, following consultation with the post holder.

Employee’s Signature: Date:



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PERSON SPECIFICATION

ROLE: PR & COMMUNICATIONS OFFICER

ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
<ul style="list-style-type: none">• GCSE or equivalent C grade or above in English and Maths	<ul style="list-style-type: none">• Have a degree in a subject such as English Literature / journalism	Application form/ Interview
<ul style="list-style-type: none">• Proven ability of working in a press office, a PR agency or as a journalist Sound knowledge and understanding of the UK media, and a strong news sense• Proven ability of liaising with journalists on both a proactive and reactive basis, and writing media releases and other copy targeted at a range of audiences• Demonstrable track record of generating media coverage• Liaising with external/ third party agencies and partners such as our suppliers / PR agencies• relationship management	<ul style="list-style-type: none">• The Hospice environment or charity sector• Motivating others• Experience working in a healthcare communication• Digital communication skills including the ability to write for the web and social media channels	Application form/ Interview

<ul style="list-style-type: none"> • Excellent written and verbal communication skills • Excellent organisational skills, highly efficient with ability to manage own workload • Ability to think creatively and proactively, and generate ideas to secure media coverage • Ability to manage shifting priorities and work to tight deadlines • Ability to confidently work with and brief people at every level, from community fundraisers to senior colleagues in the charity, to external medical experts and researchers. • Ability to work well as part of a team • Competent user of Microsoft Office (Word, Excel, PowerPoint, Outlook) • Strong interpersonal skills • Strong and clear written and verbal communication skills 		Application form/ Interview
<ul style="list-style-type: none"> • Financial awareness • Gambling regulations 	<ul style="list-style-type: none"> • Fundraising regulations and data protection act • Knowledge of Nightingale House Hospice 	Application form/ Interview

<ul style="list-style-type: none"> • Willingness to learn • Ability to use own initiative and take instruction where appropriate • Hard Working • Attention to detail • Well organised and efficient • Creative and confident • Commitment to quality and best practice • Positive, self-motivated, and committed to achieving results • Professional and responsible approach to work 		Application form/ Interview
<ul style="list-style-type: none"> • Reliable and prepared to work flexible hours as required • Driving license 		Application form/ Interview