

Writer & Content Creator



We believe Hospice care is fundamental for a good life. It is a human right, not a postcode lottery.



To ensure that our outstanding hospice care and culture of giving can thrive, we need to engage the support of our community, appeal to new donors and tell the story of our hospice in ways which inspire and convert.

As part of a team that has responsibility for digital income as well as wider hospice communications, the Writer & Content Creator will play an important role in delivering public-facing messaging, storytelling and content across various channels.

Permanent: Full Time - 37.5hrs (part-time considered for the right candidate)

Salary: Up to £28,800 FTE dependent on experience **Accountability:** The post holder reports to our Head of Content

Your role in summary

- As part of a proactive team, you will produce excellent, creative written content that captivates and motivates hospice supporters, donors, customers, staff and volunteers.
- Support our communications output, both digital and physical: covering our events, shops, stories and ongoing campaigns.
- Capture and convey stories that reflect the diversity of our hospice stakeholders, showcasing the positive impact that the community's support has on our hospice care. This will include writing about fundraisers, volunteers and staff, as well as people who benefit from our care or support.
- Using your skillset, understand the tone and message to use in our content in line with our hospice values and brand.
- Support the delivery of our fundraising and shops' social media activity. Working alongside colleagues, produce effective content delivered through the main hospice and shop channels to encourage supporters to shop, donate or register for events. This will require effective forward planning and hands-on creation of visual (video/still) and written content.
- As required, provide design support/delivery in relation to fundraising, trading and general hospice posters, flyers and digital content.
- Ensure hospice artwork is accurate and on-brand. Ensure that content adheres to brand guidelines, bringing your ideas and experience to protect our hospice and fundraising brands, whilst keeping it fresh.
- Help coordinate and update any changes to our website (specific platform training provided)
- Ensure our Digital Screens are fresh and accurate, showcasing relevant hospice activity.
- Help share relevant social media across appropriate community groups, providing timely responses to comments.
- As required, dive into our CRM/Database system to understand, profile, and personalise communications.

Key Accountabilities, Responsibilities & Tasks	
Departmental & Role Specifics	<ul style="list-style-type: none"> - Embrace and embody our Hospice values - A collaborative, open and transparent approach to working with others - Produce stories to emotionally engage or captivate the targeted audience - Deliver content that can feature on everything from our hospice newsletter, annual Quality Accounts or the local Gazette, to our website, social media and email marketing (and everything in between) - Be part of creating content that ensures the community trusts the Hospice as a charity and organisation, and feels compelled to support it - Steward supporters through your content - Be a visible, accessible presence across the hospice, encouraging colleagues to share storytelling opportunities, snippets from around the hospice and to collaborate directly with you - Happy in a fast-paced environment, with proven ability to plan and complete work to deadlines and managing conflicting priorities
Qualifications, Skills, Experience, Knowledge & Approach	<ul style="list-style-type: none"> - Good level of education overall; Academic qualifications including GCSEs and A-Levels to demonstrate excellent level of written communication, plus digital and design skills - Experience of marketing, digital communications or fundraising with the ability to create strong digital content, plus writing and copy-editing skills - Skilled and experienced in managing conversations of a sensitive and emotional manner (interviewing/working with people experiencing our care will be part of this role) - An adept storyteller able to convey the value and purpose of the Hospice - Comfortable working with different stakeholders and teams - Up-to-date knowledge of marketing and digital trends in charity, fundraising and healthcare communications (desirable) - Ability to seamlessly manage multiple projects/appeals at the same time - 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 - Ability to use CRM systems to analyse supporter data, where required - Experience of using various content creation platforms including Canva 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 - 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
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Decision Making	<ul style="list-style-type: none"> - Mental agility to 'think on feet' and generate solutions proactively when plans need to change - Ensure relevant consent forms are obtained and any data handling is fully compliant - Take soundings, advice and feedback from a range of people internally and externally
Communication	<ul style="list-style-type: none"> - Model our values and our passion for what we do. - An adept storyteller able to fluently convey the value and purpose of the Hospice - Ensure relevant consent forms are obtained and any data handling is fully GDPR compliant and content is in line with the requirements of the fundraising regulator - Continuously investing time in listening to others to support the flow of ideas and experiences - See the potential in others and understand the impact of their actions on colleagues.
Internal & External Contacts	<ul style="list-style-type: none"> - You will be a team player, able to work well with people across the Hospice and with external partners - Attend team and cross-department meetings, contributing to planning and ideas. As required, represent the Comms team at planning meetings. - Able to forge strong relationships with donors, supporters, volunteers and stakeholders.
Mental and Physical Considerations and Working Conditions	<ul style="list-style-type: none"> - Able to consolidate learning with speed and efficiency - Responsibility for independent working, both on and off-site - Prepared and able to attend occasional events out of office hours (sharing this amongst the team, it is usually limited to two or three events across a year) - Light load handling duties to set up and pack down events and activities.
Health & Safety	<ul style="list-style-type: none"> - The post holder will encounter emotional circumstances in the course of this role. - Understand Health and Safety regulations to assure compliance and resolve and/or mitigate risk
Safeguarding	<ul style="list-style-type: none"> - Act in a manner at all times to safeguard the interests of others, those protected by legislation and justify public trust and confidence in the Hospice of St Francis