

Head of Marketing & Communications

Job title:	Head of Marketing & Communications	Reporting to:	Director of Fundraising & Marketing
Department/Group:	Fundraising, Marketing & Communications	Direct reports:	Digital Marketing Lead; Marketing Executive; Marketing Graduate
Location:	HOSF	Travel required:	Yes - Hospice sites, shops, events and external meetings
Band:	7	Position type:	Full time, 37.5 hpw, Mon-Fri

Main purpose of the role

To lead and coordinate the day-to-day delivery of marketing and communications across The Hospice of St Francis, translating agreed organisational strategy and priorities into clear plans, campaigns, content and communications.

The postholder will manage a pooled whole-Hospice marketing team, maintain brand and communications standards, coordinate delivery across multiple internal customers and ensure activity is prioritised, measurable and responsive to organisational need. The team sits within the Fundraising, Marketing & Communications Directorate but serves the whole Hospice.

Role scope and accountability: This is an operational management role. The Director of Fundraising & Marketing retains ownership of strategy, overall directorate budget, Executive/Board accountability and final decision-making on major strategic or high-risk reputational matters. The Head translates agreed direction into plans, manages team capacity and delegated budgets, quality-assures delivery and escalates matters outside delegated authority. The Head does not operate as a second Director-level strategic function.

Strategy implementation and planning

- Support the Director to implement agreed marketing and communications priorities and provide evidence, insight and recommendations to inform future strategy and annual planning.
- Translate approved organisational priorities into an annual and quarterly whole-Hospice marketing and communications plan with clear owners, audiences, measures, resource assumptions and dependencies.
- Manage the organisation-wide campaign and communications calendar across care and services, fundraising, Trading, Education, volunteering, workforce, community activity and other agreed priorities.
- Prioritise team capacity and day-to-day activity within agreed plans, service standards, budgets and delegated authority; resolve routine conflicts and escalate material changes or resource gaps to the Director.
- Ensure the function does not become permanently allocated to individual departments or channels; resource should move according to agreed Hospice priorities and evidence of impact.

Brand and communications delivery

- Maintain and apply the Hospice brand, tone of voice, accessibility standards and communication principles across channels and materials.
- Coordinate routine internal and external communications and ensure content is accurate, audience-focused, timely and consistent.
- Provide practical marketing and communications advice to leaders and teams within agreed policy, brand and messaging frameworks.
- Escalate significant reputational, clinical, bereavement, serious-incident, regulatory or otherwise sensitive communications to the Director, CEO and/or relevant clinical/governance leader.

Campaign and content coordination

- Lead coordination of integrated campaigns supporting service awareness and access, fundraising, Trading, Education, volunteering, recruitment/workforce, community engagement and organisational priorities.
- Lead on writing major appeals and develop supporting case studies and stories where required, in support of the Marketing Executive.

- Set clear briefs and quality-assure campaign content and assets, ensuring objectives, audience, approvals, timescales, measures and accountabilities are explicit.
- Oversee the annual content plan and allocate work between the Digital Marketing Lead, Marketing Executive, Marketing Graduate and approved external suppliers.
- Ensure patient, family, volunteer and supporter stories are gathered and used sensitively, lawfully and with appropriate consent, clinical input and approvals.

Digital, website and audience engagement

- Coordinate the overall development, governance and continuous improvement of the Hospice website and owned digital channels, using technical support where appropriate.
- Use analytics and audience insight to assess performance, identify improvements and inform prioritisation.
- Direct the Digital Marketing Lead's specialist work across paid media, search, CRM/email, automation, conversion, digital journeys and other agreed performance activity while maintaining clear approval and budget controls.
- Ensure digital activity across fundraising, Trading, Education and services is integrated into the whole-Hospice plan rather than operating as disconnected channels.
- Ensure accessibility, data protection, consent, information governance and brand/reputation requirements are embedded in digital delivery.

Media and public relations

- Coordinate routine proactive and reactive media activity and maintain effective relationships with relevant local, regional and sector media.
- Prepare or quality-assure press releases, briefings, statements and routine media responses within approved messages and delegated authority.
- Escalate high-risk, contentious, clinically sensitive or strategically significant media issues for Director/Executive approval before release.

People, workflow and supplier management

- Line manage, support and develop the Digital Marketing Lead, Marketing Executive and Marketing Graduate, setting clear objectives and reviewing performance.
- Manage workflow and capacity across the pooled team, making evidence-based decisions about what proceeds, stops, reduces, is rescheduled or requires specialist external support.
- Commission and coordinate approved agencies, freelancers, printers and other suppliers, ensuring clear briefs, value for money, quality and delivery.
- Maintain clear role boundaries and avoid unnecessary duplication between general marketing, specialist digital activity, fundraising delivery, Trading and other functions.

Budget, performance and reporting

- Manage delegated marketing and communications budget lines within limits agreed by the Director and Hospice financial controls.
- Set and monitor operational KPIs covering reach, engagement, website/digital journeys, conversion, campaign effectiveness, service awareness/access and return on investment where appropriate.
- Provide concise performance and capacity reports to the Director and relevant stakeholders, highlighting exceptions, risks, learning and recommended action.
- Use test-and-learn approaches and post-campaign review to improve effectiveness, efficiency and organisational value.

Qualifications, skills, experience and knowledge

- Professional qualification in marketing, communications, public relations or digital marketing, or equivalent demonstrable experience.
- Substantial experience delivering and coordinating integrated marketing and communications in a complex organisation, charity, healthcare or comparable environment.
- Demonstrable experience managing multi-channel campaigns, competing organisational priorities, staff and external suppliers.
- Strong experience of brand management, media relations, digital channels, website/content management and internal communications.
- Ability to use audience insight, analytics and KPIs to evaluate activity and make evidence-based recommendations.
- Excellent writing, editing, briefing, stakeholder-management and quality-assurance skills, with calm judgement on sensitive or reputational matters.

- Good working knowledge of data protection, accessibility, consent and governance relevant to charity/healthcare communications.

Decision making and accountability

- Make operational decisions about workflow, scheduling, team deployment, routine communications, suppliers and use of delegated resources within approved plans and budgets.
- Recommend changes to priorities, campaigns, channels, investment and resource allocation based on evidence and delivery requirements.
- Do not independently set directorate strategy, commit the Hospice to major strategic/reputational positions, approve expenditure beyond delegated authority or make decisions reserved to the Director/Executive; escalate such matters promptly.

Role flexibility and organisational responsibilities

- This job description sets out the principal responsibilities of the proposed role at the date of issue and is not intended to be an exhaustive list of every task.
- The postholder may be required to undertake other reasonable duties consistent with the role scope, level of responsibility, competence and grade in response to changing organisational priorities, technology, regulation or service need.
- Material changes to the role, grade or contractual terms will be managed through the appropriate Hospice process, including consultation where required.
- Work must be prioritised through agreed Hospice and team plans; no individual business area has a permanent entitlement to dedicated marketing resource unless expressly agreed through the organisational planning process.

Working conditions and environment

- Primarily Hospice-based/hybrid as agreed, with attendance at Hospice sites, shops, events, community activity and external meetings where required by the role.
- Some flexibility outside normal hours may be required around major campaigns, events, urgent communications or business-critical activity.
- Act as an ambassador for the Hospice and its values; maintain confidentiality, professional boundaries and appropriate use of information at all times.

Health & Safety

- Understand and comply with all relevant Health & Safety, Fire and Infection Control requirements and complete mandatory training appropriate to the role.
- Support compliance by direct reports, suppliers and contractors where applicable and escalate material risks through the appropriate governance route.

Safeguarding

Act at all times to safeguard the interests of patients/clients and their families, children and adults at risk, and to maintain public trust and confidence in The Hospice of St Francis. Follow Hospice safeguarding policies and report concerns promptly through the appropriate route.