

Role Profile



St Nicholas Hospice Care is a local charity providing help, advice and support to people in West Suffolk and Thetford, who are facing dying, death and grief.

Job Role	Content and Digital Engagement Officer
Department	Marketing and Communications
Reports to	Head of Marketing and Communications
Location	Bury St Edmunds Head Office and Clinical Site

Background Information

As a local charity, St Nicholas Hospice Care's financial sustainability is dependent on the goodwill and support of its community. Maintaining and strengthening relationships with supporters, volunteers, patients, families and the wider public is therefore essential.

The Marketing and Communications function provides professional expertise that enables the Hospice to communicate its impact, services and opportunities for support. Increasingly, this requires engaging content, strong digital storytelling and effective use of social media and digital channels.

This role exists to strengthen the Hospice's ability to connect with audiences through content, digital engagement and social media, ensuring the Hospice remains visible, relevant and engaging to its community.

Job Summary

The Content & Digital Engagement Officer acts as creator, producer and digital engagement specialist, responsible for planning, producing and delivering compelling content that supports the Hospice's fundraising, volunteering, recruitment, retail and service awareness objectives. The postholder develops and delivers communications that increase awareness, understanding, support and access, using a variety of communication skills to promote educational information, motivational and influencing approaches to secure engagement and action from diverse internal and external audiences.

The postholder will lead the day-to-day delivery of organic social media activity, creating photography, video, written and visual content that brings Hospice stories to life and encourages audiences to engage and take action. This includes communicating stories with complex, sensitive

and emotionally significant subjects relating to dying, death, grief and serious illness with empathy, reassurance and ethical judgement.

Working collaboratively with colleagues across Marketing, Fundraising, Retail, Clinical Services, Education, HR, and Supporter Care, the postholder will identify opportunities, capture stories and transform approved messaging strategies into engaging digital content and campaigns. They will adapt language, tone, format and channel to the needs of different audiences on social media, overcoming challenges to understanding and maintaining trust while encouraging participation, support and advocacy. Also, maintain an up to date understanding of communication tactics.

The roles outputs will support the Hospice's internal communications, extending the reach of external campaigns internally and enhancing internal messaging.

Key Accountabilities & Responsibilities

Content Planning and Creation

- Maintain a forward content plan aligned to organisational priorities, campaigns and seasonal activity.
- Identify opportunities to capture stories from patients, families, staff, volunteers and supporters.
- Build trust and rapport with patients, families, staff, volunteers and supporters, using empathy and reassurance to enable them to share sensitive or personal experiences appropriately.
- Interpret messaging strategy, as well as complex and emotive information, and present it in accessible, engaging and reassuring ways for audiences with different needs, knowledge and experiences.
- Produce high-quality content suitable for a range of digital channels.
- Create photography, short-form video, social media content, graphics and written content.
- Repurpose existing content to maximise audience reach and value.
- Build and maintain a pipeline of content opportunities across the organisation.

Digital Engagement and Social Media

- Lead the day-to-day management of the Hospice's organic social media channels.
- Develop content calendars and publishing schedules.
- Responsible for the health of the Hospice's social media channels, working within guidelines and industry best practise.
- Monitor channel performance and audience engagement.
- Recommend new approaches, content formats and opportunities to improve engagement.
- Use motivational and influencing communication techniques to increase engagement and encourage audiences to donate, volunteer, access services, participate in campaigns or take other appropriate action.

- Respond appropriately to comments and interactions in accordance with organisational guidance, escalating situations involving sensitive, emotive or potentially contentious information to the Communications Lead.
- Support the development and growth of online communities and audiences.

Campaign Delivery

- Translate approved campaign briefs and messaging into engaging digital content that educates and motivates varied audiences, securing engagement and action in support of campaign objectives.
- Support fundraising, volunteering, retail, recruitment and service-awareness campaigns.
- Coordinate content production activity required to support campaign delivery.
- Ensure content is delivered to agreed timescales and standards.

Photography and Video Production

- Capture photography and video content across Hospice services, fundraising activity and community events.
- Edit and produce content suitable for use across social media, websites, presentations and digital marketing campaigns.
- Maintain organised digital asset libraries and ensure appropriate consent procedures are followed.

Key Working Relationships

Head of Marketing and Communications

- Collaborate on organisational priorities, campaign objectives and performance evaluation.
- Receive strategic direction and guidance on priorities.

Communications Lead

- Collaborate on messaging, storytelling, media opportunities and organisational narratives for internal and external communications.
- Translate approved messages into engaging digital content and advise on the language, tone, format and channel most likely to influence audience understanding, engagement and action.

Marketing & Design Officer

- Collaborate on campaign creative, brand standards, design assets and visual identity.
- Ensure content supports and reflects established brand guidelines.

Marketing Support & Systems Officer

- Collaborate on website content, email marketing, audience insights, performance monitoring and digital campaigns.
- Use performance information to improve content effectiveness.

Hospice Managers and Teams

- Work collaboratively to identify stories, opportunities and content requirements.
- Support colleagues in communicating the Hospice's impact and activity, advising on approaches that make sensitive or potentially challenging topics accessible, reassuring and effective while maintaining trust.

Job Scope

Decision making level	<ul style="list-style-type: none">• Recommend content approaches and publishing activity.• Determine content formats and content scheduling.• Recommend opportunities to improve social media engagement and audience reach.• Escalate reputationally sensitive content, campaign changes or significant issues to the Head of Marketing and Communications.
Financial resources	<ul style="list-style-type: none">• Responsible for effective use of allocated content-production budgets.• Contribute to obtaining value for money from suppliers and content-production activities.
Other resources	<ul style="list-style-type: none">• Responsible for the safe management and organisation of digital content, photography and video assets.• Ensure appropriate records and consent documentation are maintained.• Responsible for maintaining content libraries on social media and content calendars.
People management	<ul style="list-style-type: none">• No direct line-management responsibility.• May coordinate and guide colleagues, volunteers, freelancers or suppliers involved in content production.
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none">• Ensures content creation and digital engagement activities comply with data protection, copyright, accessibility and consent requirements.• Responsible for the compliant use of photography, video and personal stories.• Supports the protection and promotion of the Hospice's reputation through responsible content management.

Person Specification

Knowledge, qualifications and experience

Essential

- Experience creating content for social media and digital channels.
- Experience managing organisational social media accounts.
- Experience producing photography and video content.
- Experience planning and scheduling content.
- Experience using content creation and design software such as Canva and Adobe Creative Suite.
- Experience working with multiple stakeholders and managing competing priorities.

Desirable

- Experience working in charities, healthcare, community engagement or not-for-profit organisations.
- Experience using Meta Business Suite and social media management platforms.
- Knowledge of digital accessibility standards.
- Experience using AI-assisted content creation tools.

Skills and abilities

Essential

- Strong storytelling and content creation skills, including the ability to interpret information relating to dying, death and grief and communicate it clearly and compellingly.
- Exceptional written, verbal and visual communication skills, with the ability to adapt language, tone, format and approach for a wide range of internal and external audiences.
- Ability to use motivational and influencing communication to increase awareness and understanding and secure engagement, support and action.
- Ability to communicate sensitive and emotive information with empathy, tact, reassurance and professional judgement, including where understanding or engagement could be challenging.
- Experience in engaging and assuring a range of stakeholders to participate in public facing materials.
- Excellent photography and video-production skills.
- Strong understanding of social media and audience engagement.
- Ability to identify compelling stories and develop content opportunities.
- Strong organisational and planning skills.

- Creative thinking and initiative.
- Ability to work independently and manage multiple projects.
- Excellent relationship-building and communication skills.

Desirable

- Experience analysing social media performance.
- Experience of content planning across multiple channels.
- Experience supporting fundraising or recruitment campaigns.

Other

- Willingness to attend events outside normal working hours (evenings, weekends).
- Occasional travel and overnight stays may be required.

Standards and Expectations

Policies and Procedures

All Hospice employees are expected to follow policies, procedures and guidance as well as professional standards and guidelines.

Confidentiality / Data Protection

You should be aware of the confidential nature of the Hospice environment and/or your role. Any matters of a confidential nature, relating to patients, carers, relatives, staff or volunteers must not be divulged to any unauthorised person. You should make yourself aware of the requirements of the Data Protection Act and follow hospice procedures to ensure appropriate action is taken to safeguard confidential information.

Health and Safety

You are required to take reasonable care for your own health and safety and that of others who may be affected by your acts or omissions and you should ensure that statutory regulations, policies, codes of practice and safety and good house-keeping rules are adhered to, attending training as required.

Safeguarding and Mental Capacity Act

All employees have a responsibility to safeguard and promote the welfare of adults, children and young adults. It is essential that all safeguarding concerns are recognised and acted on appropriately in line with the policies and training. You must ensure you always act in the best interests of any person lacking mental capacity.

Infection Control

All employees have personal responsibility for Infection Prevention and Control practice. You should ensure you are familiar with, and comply with, all relevant Infection Control policies and training for minimising the risk of avoidable Infection.

Equality and Diversity

We recognise and encourage the valuable contribution that people from all backgrounds and experiences bring. You will treat all individuals on the basis of merit and without prejudice.

Volunteer Assistance

The Hospice has the advantage of being supported by many volunteers. If a volunteer is assigned to assist you at any time, you will still retain responsibility for the requirements of this job and at all times you will be expected to treat volunteers with respect and value their contribution.

Job Description

This job description is not intended to be restrictive and should be taken as the current representation of the broad nature of the duties involved in your job and needs to be flexible to cope with the changing needs of the job and the Hospice.

Values

Our core values guide the way we work together to care for our people and support their loved ones. Our values, which are rooted in the charity's early days, create our culture and are a combination of all our actions, behaviours and decisions. **Our values are Compassion, Accountability, Respect and Equity.**