

## **JOB DESCRIPTION**

<b>JOB TITLE:</b>	PRESS & PR OFFICER
<b>ACCOUNTABLE TO:</b>	Head of Marketing
<b>HOURS:</b>	37 Hours per week
<b>BASED AT:</b>	ST NICHOLAS HOSPICE, HARDWICK LANE, BURY ST EDMUNDS, IP33 2QY

---

### **JOB SUMMARY**

In conjunction with the Head of Marketing, the postholder will be responsible for the Hospice's relationship and reputation with the media and local community, taking particular responsibility for publicising the work of the Hospice to individuals, organisations and corporate bodies in West Suffolk, Thetford, and beyond. Preparing and seeing through to print and distribution excellent publicity and communication material. The postholder will be involved in the maintenance and development of the website, participate and make a real contribution to other communication activities including internal communications, events and brand management.

### **RESPONSIBILITIES**

1. To maintain, develop and maximise relationships with the media, both print and broadcast.
2. To identify potential media stories, organise photo opportunities, draft press releases and pro-actively seek opportunities for the Hospice and its representatives to appear in the media. To circulate media releases after approval from the Head of Marketing. To monitor and record all media coverage received, to manage a press clippings service and provide management information as required.
3. To champion, monitor and ensure the Hospice brand is properly used on all material.
4. To maintain and develop excellent communications with supporters, volunteers, other staff, management and Board of Trustees, the media and the public including potential donors, patients and their families including the bereaved.
5. In relation to the Marketing and Communications Department, to process correspondence, telephone enquiries, both external and internal, and ensure all communications are responded to promptly and accurately.
6. Using IT skills, to optimise use of the word processing, databases, and desktop publishing facilities including Adobe InDesign. To make good use of photography.

7. To manage the production of the Hospice's internal magazine 'Network', including commissioning stories, editing, designing, setting up photo opportunities and distributing.
8. To be aware of or be willing to learn data protection and image consent use policies.
9. To assist the Head of Marketing in preparing direct mail campaigns designed to attract support for the Hospice.
10. To assist the Head of Marketing in the production of 'News', including copywriting, image sourcing and proofing duties.
11. To work with the Head of Marketing in preparing, publishing and distributing other publicity/communication material as required. Such material will include posters, brochures, leaflets, forms etc, together with material required by other departments. Maintain high standards in all publicity and promotion.
12. To research, develop and implement e-communication opportunities.
13. To liaise with individuals working in support of the Hospice as well as with Fundraising groups, Societies and Schools, companies and workforces in respect of their marketing needs.
14. To produce, display, archive, manage and store exhibition material, photographs, etc.
15. To radiate a friendly and positive manner and to put over the spirit of the Hospice. To represent the Hospice professionally and discretely at all times.
16. To support the Fundraising Department's efforts including using other staff (paid or unpaid) to carry out office functions, research, data capture, etc. To make use of records, especially databases, to attract further support.
17. To support the Head of Marketing and provide appropriate cover in their absence.
18. To oversee volunteers and interns working in Press and PR.

## **SPECIAL FEATURES OF THE JOB**

The nature of this post requires flexibility and a willingness to become involved in a wide variety of activities both within the Hospice and in the local community. The postholder will need to possess the necessary skills to work with a wide variety of voluntary supporters and workers in their efforts, as well as communicating well with the professional staff of the Hospice. The postholder will need to relate to patients, carers, the bereaved, volunteer supporters and all colleagues.

The duties of the post will require evening and weekend working, with time off in lieu being agreed with the manager, consistent with the office being appropriately manned at all times.

## **General**

- Ensure that all within the team have a grasp of the Hospice's structure, values and purpose and have opportunities for involvement in its further development.
- Ensure the maintenance of confidentiality in respect of staff, volunteer and client records and all privileged information relating to the services of the Charity, its patients, staff and volunteers and particularly of the area for which directly responsible.

- Promote and foster the Hospice's reputation and standing within the community and with private, statutory and voluntary sector agencies and organisations.
- Undertake any other duties which may be reasonably required.

## **Notes**

The managerial and clinical philosophy of the Hospice is based on a multi-disciplinary approach. Staff regardless of grade or discipline, are required to participate in this concept. The role of volunteers is integral with the work of the Hospice and paid staff are required to underpin this in their attitude and actions.

All staff must be sympathetic to and able to project the philosophy and concept of hospice care.

The Hospice has in place provision for staff support. Staff are expected to exercise responsibility in accessing whatever forms of support might be appropriate for them to ensure that they are able to offer the professional care for which they are employed.

An extract from the summary of the Health & Safety at Work Act 1979 states:-

"Employees at Work: It is the duty of every employee while at work to carry out their work in a manner which is safe and free from risk to the health of himself/herself and other persons who may be affected by his/her acts or omissions. It is an employee's duty to assist and co-operate with his/her employer in complying with any relevant statutory regulations imposed on his/her employer".

St Nicholas Hospice Care is very much a community and all members of staff are encouraged to support the various social and fundraising events which are part of its day to day life.

This Job Description may change and the duties listed are not exhaustive, but such change will only be made following consultation between the (relevant) "Manager" and the postholder. A job description review automatically takes place as part of the Performance Management process.