



CLAIRE HOUSE CHILDREN'S HOSPICE

JOB DESCRIPTION

Post: Communications Officer (PR), nine-month contract

Responsible to: Head of Communications

Base: Claire House Children's Hospice, Clatterbridge Road, Bebington.

Benefits: 35 days holiday (including 8 bank holidays), contributory pension scheme and free onsite parking

Salary: £36,300 (full time but flexible working options will be considered)

Job Summary:

As part of the Communications Team you will assist in all areas of communicating and supporting the Claire House brand, including copy writing, digital communications, media relations, design and marketing. You will need to be outstanding at developing relationships, both inside and outside the organisation and enjoy working with a diverse range of people, as well as having the ability to find creative ways to reach out to new audiences.

PART 1: JOB PROFILE

1. Main Purpose of Job

To support the Head of Communications in the development and implementation of the Claire House Communications Strategy. Working alongside other departments within the organisation to enable them to use communications to raise awareness of the work of Claire House and the support we offer.

2. Position of the role in Claire House

The job holder will work within the communications team, under the Head of Communications in a team of six

3. Scope of Job

The job holder will provide communications support to various teams within the organisation.

4. Dimensions and Limits of Authority

Freedom to act on own initiative and make decisions in line with agreed communications plan and organisational strategy.

Part 2: MAIN DUTIES AND RESPONSIBILITIES

Key Responsibilities:

- To support the tactical elements of the Claire House Communications Department including writing press releases and generating positive coverage, contributing to social media accounts, and being a key point of contact for incoming media enquiries.
- Help develop the Claire House brand and support the wider organisation with the creation of marketing materials.
- Support and develop multi-channel cross team campaigns, such as the annual Christmas and Summer Appeals.
- Support with internal communications - communicate key messages regarding developments within the charity, develop Q&As for key stakeholders, assist in the design, content and distribution of internal newsletters.
- Contribute to the Claire House social media schedule, ensuring there is a balance of engaging content from across the organisation.
- Develop content for the Claire House social media channels, monitor activity and keep abreast of changes and advances in the field that Claire House can capitalise on.
- Oversee the out of hours social media rota and ensuring staff know when they are on call and are briefed appropriately.
- Manage and develop relationships within the organisation, including interdepartmentally, and externally with the media, corporate partners, volunteers, supporters and Claire House families for the benefit of the department and the wider organisation.
- Interview Claire House families and supporters and write up their stories.
- To organise and facilitate photoshoots and filming sessions where necessary.
- Support the content production and design process of the twice-yearly supporter magazine, Our House.
- Organise and facilitate celebrity and high-profile visits.

	Essential	Desirable
Qualifications	GCSEs English	A qualification in communications, marketing or media.
Skills & Experience	<p>Significant experience of writing for different purposes including in print and the web and producing marketing materials</p> <p>A passion for and knowledge of various social media platforms, how they work and ideas on how they can be capitalised on</p>	<p>Experience of managing small projects with internal and external stakeholders</p> <p>Experience interviewing stakeholders, case studies or clients</p> <p>Full driving license</p>

	<p>Extensive experience in a PR and marketing position</p> <p>Have demonstrable experience of working with the media to produce positive media coverage</p> <p>Significant experience of working across platforms including websites, social media, print and broadcast</p>	
Knowledge/Understanding	Strategic planning processes	
Person Specification	<p>Confident and approachable, with the ability to engage effectively with a wide range of people</p> <p>Demonstrates strong organisational skills, including the ability to work to a brief, prioritise tasks, and meet deadlines</p> <p>Brings energy and enthusiasm to their work and maintains a positive, proactive approach</p> <p>Able to communicate with sensitivity and empathy, particularly when dealing with emotionally challenging situations or individuals</p> <p>Strong communication skills, with the ability to convey information clearly and compellingly</p> <p>Shows a high level of commitment and a conscientious approach to all aspects of their role</p> <p>Dependable, with excellent time-management skills</p>	

	Flexible and adaptable, demonstrating initiative while exercising tact and discretion when required	
Special Circumstances / Additional Requirements	Satisfactory DBS check	

The post holder must act at all times in a professional and responsible manner and have due regard to confidentiality and Health & Safety legislation.

This is an outline job description and should not be regarded as an inflexible specification. Responsibilities will be reviewed periodically in line with service priorities and duties may change or new duties be introduced after consultation with the post holder. As a term of your employment you may be required to undertake such other duties, such as link roles, and/or hours of work as may reasonably be required, commensurate with your general level of responsibility with the organisation, at your initial place of work or at any other of the Claire House establishments.

DBS level: Enhanced with child and adult barred list

Our working premises are no smoking areas.