

JOB DESCRIPTION

Job Title:	Head of Marketing and Communications (Maternity Cover)
Hours:	30-37.5 hours per week
Contract:	Fixed-term, 9 months Maternity Leave cover
Salary:	£50,000 pro rata
Base:	Garden House Hospice Care
Accountable to:	Director of Income Generation
Responsible to:	Associate Director of Marketing and Communications
Direct Reports:	Communications Manager, Digital Marketing & Communications Officer (x2), Design Manager.

Overall Aim

This is a pivotal leadership role providing maternity cover for the Associate Director of Marketing and Communications.

The Head of Marketing and Communications will provide strategic leadership to the communications function during a significant period of organisational focus and income need. You will lead, support and develop a team of four marketing and communications professionals to deliver individual, team and organisation-wide objectives aligned to the annual plan.

Blending strategic oversight with creative direction, you will ensure the Hospice's voice is compelling, consistent and impactful across all channels. You will lead high-level strategic communications locally and nationally, securing meaningful coverage and ensuring our messaging reflects the importance of our hospice-based and community services.

Working closely with the CEO and Executive Team, you will act as a trusted advisor on communications strategy, reputation management and campaign positioning.

Key Responsibilities

Strategic Leadership

- Provide clear strategic direction for all marketing and communications activity
- Lead the delivery of the annual marketing and communications plan in alignment with organisational objectives



- Ensure all campaigns and communications contribute to income generation, awareness, referrals, engagement and reputation
- Navigate and lead the team confidently through a period of organisational change.

Team Management & Development

- Line manage and support four team members to deliver their objectives in line with the annual plan
- Foster a collaborative, high-performing and creative team culture
- Support professional development and encourage innovation across the team
- Ensure effective workload planning and resource allocation.

Campaign & Communications Oversight

- Oversee the delivery of integrated, multichannel campaigns across digital, print, media and internal communications
- Ensure messaging is consistent, audience-led and impact-driven
- Provide senior oversight and quality assurance on major communications outputs.

Cross-Organisational Collaboration

- Work closely with fundraising, communications and service teams to ensure joined-up delivery
- Support colleagues in understanding and applying digital best practice
- Ensure compliance with data protection and digital communication regulations.

Executive & Strategic Communications

- Work closely with the CEO and Executive Team to shape and deliver strategic communications
- Lead on high-level messaging, organisational positioning and reputation management
- Develop key messages for major announcements, strategic developments and organisational updates.

Media & External Relations

- Lead proactive and reactive media engagement at local and national levels
- Build and maintain strong relationships with key media contacts and stakeholders
- Secure meaningful media coverage that strengthens brand awareness and public understanding
- Act as senior spokesperson where appropriate.

Content Creation & Storytelling

- Develop compelling, emotive digital content that communicates the hospice's impact and connects meaningfully with supporters, patients, families and stakeholders
- Support the creation of multimedia content including video, photography and written storytelling to bring hospice services and supporter impact to life
- Identify and capture authentic stories that strengthen engagement, inspire support and enhance the Hospice's brand narrative
- Work collaboratively across teams to plan and deliver content that supports fundraising, service awareness and community engagement.

Analytics & Performance Optimisation

- Analyse campaign performance implementing best practice
- Monitor KPIs relating to traffic, engagement, income generation and retention
- Monitor and report on team performance, campaign effectiveness and strategic impact on a monthly basis.

Governance & Risk

- Ensure compliance with relevant communications, marketing and data regulations
- Manage reputational risk effectively, advising senior leaders as needed.

Volunteers & Administration

- Recruiting, supporting and managing Marketing and Communications volunteers, ensuring appropriate training and support is provided
- Maintaining accurate and comprehensive records of all Marketing and Communications activity in relation to media consent, case study storing and usage

- Ensuring Donorflex is used effectively, with all communications recorded accurately and in a timely manner, in line with guidance from the Head of Supporter Care
- Lead Marketing and Communications team meetings, actively reviewing key deliverables, timelines and future projects.

Compliance & Governance

- Ensuring all fundraising activity complies with relevant legislation, Institute of Fundraising guidance, GDPR, and Garden House Hospice Care policies
- Ensuring appropriate risk assessments are completed for all events and activities
- Upholding GHHC branding and reputation across all fundraising activity.

Education

- Participate in induction programmes for new members of the team
- Ensure that standard setting and audit is undertaken and regularly reviewed.

Additional responsibilities

- There is a requirement to comply with all the Hospice policies, procedures and guidelines, including those relating to Health & Safety, confidentiality and the Data Protection Act, as required by Information Governance
- Each member of the Hospice team has a responsibility to contribute to the clinical governance programme
- Each team member to take appropriate action to maintain the highest level of infection prevention and control.

Purpose and core values

All Hospice staff are expected to work in line with Garden House Hospice Care Purpose and Core Values as these act as a value base which directly influences how all work activities are undertaken. The ethos of the Hospice should be apparent in the behaviours and attitudes of all employees as the work they undertake, whether it is direct or indirect care, is ultimately for the benefit of patients. The Purpose and Core Values are an integral part of all job descriptions, recruitment, the probationary period and performance and development reviews.

Additional information

The post holder is will occasionally be expected to work weekends and evenings as required and will receive TOIL (Time off in Lieu) in return, as long as additional working hours are pre-agreed with the Associate Director of Marketing and Communications.

This job description sets out the key tasks and responsibilities. It is not intended to be comprehensive. It is essential that it should be regarded with a degree of flexibility so that the changing needs of the organisation can be met.

General duties

- To comply at all times with the requirements of the Health & Safety regulations under the Health & Safety at Work Act (1974) and to take responsibility for the health and safety and welfare of others in the working environment ensuring that agreed safety procedures are carried out to maintain a safe environment
- To comply at all times with the Hospice Information security policy. Also, to respect confidentiality of information about staff, patients and health service business and in particular the confidentiality of electronically stored personal data in line with the Data Protection Act
- It is the responsibility of all Hospice employees to fully comply with the safeguarding policies and procedures of the Hospice. As a Garden House Hospice Care employee, you must ensure that you understand your role in protecting adults and children that may be at risk of abuse. Individuals must ensure compliance with their safeguarding training
- The Hospice is committed to a policy of equal opportunities. A copy of our policy is available from the human resources department
- The Hospice operates a no-smoking policy
- The role description gives a general outline of the duties of the post and is not in-tended to be an inflexible or finite list of tasks. It may be varied, from time to time, after consultation with the post holder
- All appointments are subject to pre-employment health screening
- It is the responsibility of all employees to ensure that they comply with the Hospice Infection control practises, as outlined in the Health Act 2008 and staff must be familiar with the policies in the Organisation's infection control manual, this includes Infection Prevention and Control Adult Hospice Policies and Safe Practice Guidance
- All staff are required to implement infection control policies and practices, including hand hygiene, waste disposal, staff uniform and occupational health responsibilities, as detailed in the Hospice Policies
- It is the responsibility of all staff to ensure that they have evidence of annual/or otherwise infection control training as appropriate. NB. The



role description is a reflection of the current position and may change emphasis or detail in the light of subsequent developments, in consultation with the post holder.

Garden House Hospice Care is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees

"team" refers to all members of staff including volunteers

Person Specification

Essential

- Senior-level experience in marketing and communications leadership
- Proven experience managing and developing teams
- Demonstrable experience leading multichannel campaigns
- Strong strategic thinking and planning capability
- Experience working with senior leadership teams and advising at executive level
- Track record of securing impactful media coverage
- Exceptional written and verbal communication skills
- Ability to lead confidently through change.

Desirable

- Experience within the charity, healthcare or hospice sector
- Experience in reputation management and crisis communications
- Understanding of income generation strategy within a not-for-profit environment.