



Southampton  
Hospitals Charity

# Communications & Publications Officer Recruitment pack



# Welcome

Thank you for your interest in the role of Communications & Publications Officer. This is the first time that Southampton Hospitals Charity has recruited for this position, and it comes at an exciting time in the Charity's existence. I'm delighted that you may be considering making an application.



On the 1st of April 2024 the Charity went through a major organisational change, converting from an unincorporated charitable trust within the governance of University Hospitals Southampton NHS Foundation Trust (UHS) to an independent charitable company. We are now looking to the future and the development of a new strategy to set out our vision for how we will grow our reach and impact and continue to deliver improvements to the care our local community receives.

A key part of our new strategy is building an engaged and inspired community of supporters. To achieve this, we need to tell powerful stories, create engaging publications, and communicate our impact in ways that inspire people to give back. Every piece of content we produce - whether an impact report, supporter newsletter, fundraising appeal, or hospital-wide publication - plays a crucial role in bringing our work to life and connecting people to our cause.

As our Communications & Publications Officer, you will be instrumental in shaping how the Charity shares its message. You will develop high-quality written content, craft compelling case studies, and ensure our publications and materials reflect our brand identity. A strong and consistent brand presence is vital to building credibility and trust with our supporters, and we're looking for someone who has an eye for branding and design and can bring this across all our communications.

We are on a new and exciting journey and if you think you have the passion, the experience, and the skills to help us on our way, we'd be delighted to hear from you.

**Sally Hillyear**  
**Director of Fundraising & Marketing**

# About the Charity

## Who we are

Southampton Hospitals Charity works to improve the care and services provided by University Hospital Southampton NHS Foundation Trust. We make grants to support with improving patient care, clinical outcomes, the hospital environment, and pioneering research.

Our incredible supporters enable us to make a difference to thousands of patients every year. Our mission is to raise funds to support world class healthcare at University Hospital Southampton NHS Foundation Trust, and we work to ensure that donations have a real impact for patients, staff, and families.

## Our vision

Our vision is for Southampton to be a city of good health, enabled by outstanding medical care and innovative world-leading research.

## Our mission

Our mission is to deliver grant programmes that are instrumental in driving outstanding clinical care and outcomes for patients accessing hospital and community services.

## Our intention

### To Think Big

We will make a significant difference to patients and their families.

### To Think Local

We will become Southampton's health charity of choice.

### To Think SHC

We will be a best-in-class NHS charity, delivering for supporters.

# Our work so far

## Modernising patient and family environments

Some of our most impactful work involves refurbishing and creating dedicated patient and family spaces across the hospital. These projects help create modern, comfortable, and welcoming wards, clinical spaces, waiting areas, and relatives' rooms.



## Supporting patients in and out of hospital

We are committed to supporting holistic patient care, including patient wellbeing and prevention and early intervention initiatives that promote long-term health and independence.



## Research and innovation

From research into new treatments for children with cancer, to exploring the connection between diabetes and liver disease, and investigating how artificial intelligence can support better diagnosis and treatment of patients, we are committed to supporting groundbreaking research and innovation, helping to develop new ways of working and better treatments for patients.



# Job and role description

**Job title: Communications & Publications Officer**

**Reports to: Campaigns & Marketing Manager**

**Direct reports: No direct reports**

## Role purpose

We are looking for a skilled and detail-oriented Communications & Publications Officer to lead on crafting compelling written content across Southampton Hospitals Charity's key communication channels. You will be responsible for producing high-quality publications, case studies, and press materials that engage supporters, hospital staff, and the wider community.

Working closely with the Campaigns and Marketing Manager and Digital Marketing and Content Officer, you will ensure stories and impact case studies are effectively shared across print and digital channels, supporting fundraising and brand awareness.



# Main responsibilities

## Content creation and publications

- Research, write, and edit compelling copy for a range of publications, including impact reports, newsletters, magazines, and brochures.
- Write engaging press releases and manage media relations.
- Work with designers and printers to produce high-quality print materials, ensuring the Southampton Hospitals Charity brand is consistent throughout.
- Work with photographers to ensure the charity has an extensive bank of patient and UHS staff photography to use across marketing collateral and communications.

## Fundraising and supporter engagement

- Develop and manage case studies that showcase the impact of fundraising and donations, including taking photos of projects and interviewing staff and patients where needed.
- Develop concepts and promotional collateral for fundraising activity and events (including responsibility for in house design).
- Work closely with Campaigns & Marketing Manager to develop key messaging and deliver activity for large scale marketing and fundraising campaigns that help the Charity to meet financial and engagement targets.
- Develop and manage case studies that showcase the impact of fundraising and donations.

## Internal and external communications

- Build relationships with UHS Communications team.
- Lead on internal communications, ensuring hospital staff are up-to-date and engaged with charitable activities.

## Stakeholder and media engagement

- Build relationships with hospital staff to identify potential stories and case studies.
- Liaise with journalists and media contacts to secure press coverage.
- Work closely with the Digital Content & Engagement Officer to ensure consistency across print and digital content.

Where needed, help manage Digital Marketing and Content Officer responsibilities during periods of annual leave.

# Person specification

## Knowledge and experience

- Experience (or interest in) working within the Charity Sector and an understanding of the principles of the donor pipeline and donor/supporter engagement.
- Strong experience in copywriting, editing, and storytelling.
- Experience producing print and digital publications, including designing in-house as well as working with third-party designers and suppliers where necessary.
- Experience writing press releases and working with the media.
- Understanding of audience segmentation and tailored messaging.
- Knowledge of fundraising communications and storytelling best practices.
- Experience using content management systems (e.g. WordPress).
- Familiarity with digital advertising and email marketing platforms (Mailchimp).
- Experience using CRM or supporter databases (Beacon preferred).

## Skills, abilities, and behaviours

- Exceptional written communication skills.
- Experience of using Canva and/or Adobe Suite.
- Ability to work to brand guidelines, producing aesthetically pleasing collateral and marketing materials.
- Strong attention to detail and ability to manage multiple projects.
- Highly organised with the ability to multi-task.
- Strong communication and relationship-building skills.
- Ability to translate complex information into accessible and engaging content.
- Excellent stakeholder engagement and relationship-building skills.
- A strategic thinker who can see the bigger picture while managing day-to-day tasks.
- A self-starter who can work independently and as part of a team.

# Terms of appointment and how to apply

**Reports to: Campaigns and Marketing Manager**

**Salary: £30,000**

**Hours: 37.5 hours per week**

**Contract: Permanent**

## Pattern of work

We offer hybrid working to provide flexibility for our staff. As part of this approach, the required time working in the office for this role will be dependent on contractual hours. For this role 3 days would be required in the office.

## Place of work

Southampton General Hospital, Tremona Road, Southampton SO16 6YD. Please note we are also looking at office spaces in and around Southampton

## Benefits of working here

- Between 5% and 10% matched pension contribution.
- 27 days paid annual leave (plus bank holidays), pro-rata according to contracted hours.
- Generous enhanced maternity, paternity, and adoption leave schemes, alongside statutory entitlements.
- Access to Occupational Health support.
- Employee benefits package via Vivup.

## How to apply

For an informal discussion about the role please contact Rachael Tyler, Campaigns & Marketing Manager via [rachael.tyler@southamptonhospitalscharity.org](mailto:rachael.tyler@southamptonhospitalscharity.org)

To apply, please send the following to Alex West, Business Manager via [recruitment@southamptonhospitalscharity.org](mailto:recruitment@southamptonhospitalscharity.org):

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

Closing date: Tuesday 22<sup>nd</sup> April

Interviews: w/c 28<sup>th</sup> April





Southampton Hospitals Charity is a charitable company limited by guarantee, registered in England and Wales (Company No: 15421829, Charity No: 1206909).

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