



Southampton  
Hospitals Charity

**Digital Marketing &**

**Content Officer**

**Recruitment pack**



# Welcome

Thank you for your interest in the role of Digital Marketing & Content Officer. This is an exciting time for Southampton Hospitals Charity, and I'm delighted that you may be considering joining our team and making an application.



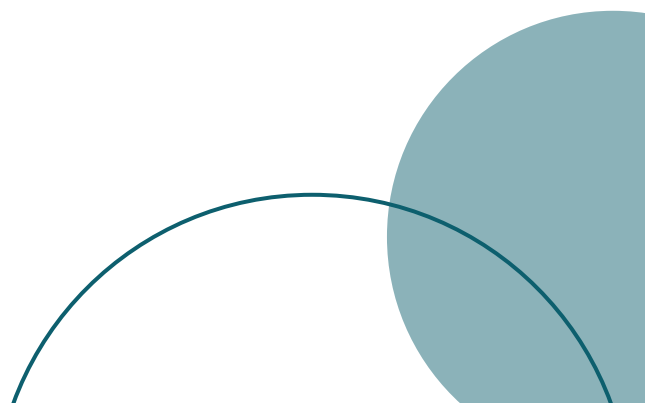
On the 1st of April 2024 the Charity went through a major organisational change, converting from an unincorporated charitable trust within the governance of University Hospitals Southampton NHS Foundation Trust (UHS) to an independent charitable company. We are now looking to the future and the development 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.

Engaging and inspiring our supporters has never been more important. To grow our fundraising and increase awareness, we need to build deeper, more meaningful relationships with our audiences, ensuring that those who support us feel connected to our work and understand the impact they make. That's where this role comes in.

As our Digital Marketing & Content Officer, you will play a key role in shaping our digital presence, creating engaging content, and telling the powerful stories of our patients, staff, and supporters. Through social media, email, and our website, you will help bring our work to life, inspire more people to support us, and strengthen the sense of community that underpins everything we do.

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: Digital Marketing & Content Officer**

**Reports to: Campaigns & Marketing Manager**

**Direct reports: No direct reports**

## Role purpose

We are seeking a creative and proactive Digital Marketing & Content Officer to lead on developing and delivering engaging digital content across Southampton Hospitals Charity's online channels with the goal of building an engaged supporter and donor community.

You will be responsible for growing our digital presence through compelling storytelling, high-quality social media content, and effective digital engagement strategies. Working closely with the Campaigns and Marketing Manager and Communications & Publications Officer, you will play a key role in gathering, creating, and sharing impactful stories from across the hospitals, ensuring our supporters, donors, and the wider community remain connected to our work.



# Main responsibilities

## Content creation & digital engagement

- Work with the Campaigns & Marketing Manager to create and implement a digital marketing strategy with the aim of increasing our contactable audience and improving engagement across our digital channels.
- Plan, create, and publish high-quality content across all digital channels, including social media, website, and email marketing.
- Build relationships across the Charity and Hospitals, proactively gathering stories, case studies, and visual content.
- Develop engaging social media campaigns, ensuring content is tailored to different audiences and platforms.
- Manage paid digital advertising (Facebook ads, Google ads) to increase engagement and fundraising outcomes.
- Capture and edit video and photography content for digital storytelling.
- Ensure all content is accessible, inclusive, and aligned with brand guidelines.

## Social media & website management

- Oversee the charity's social media presence, responding to comments, messages, and engaging with supporters.
- Analyse performance metrics, using insights to refine content strategies.
- Regularly update website content, ensuring it is engaging and relevant.
- Implement SEO best practices to optimise web content.

## Supporter engagement & digital growth

- Work with fundraising teams to develop and deliver digital supporter journeys.
- Identify opportunities for supporter-led content.
- Work closely with the Communications & Publications Officer to ensure digital content supports broader comms objectives.
- Provide training and guidance to colleagues on best practices for digital content creation and engagement.

Where needed, help manage Communications & Publications Officer responsibilities during periods of annual leave.

# Person specification

## Knowledge and experience

- Experience managing social media channels for an organisation, including content creation and analytics.
- Experience (or interest in) working within the Charity Sector and an understanding of the principles of the donor pipeline and donor/supporter engagement.
- Experience creating and editing multimedia content (video, photography, graphics).
- Strong copywriting skills for digital platforms, with the ability to adapt tone for different audiences.
- Knowledge of SEO, social media algorithms, and best practices.
- Experience using content management systems (WordPress).
- Familiarity with digital advertising and email marketing platforms (Mailchimp).
- Experience using data analytics tools (Google Analytics, Meta Insights).
- Experience using CRM or supporter databases (Beacon preferred).

## Skills, abilities, and behaviours

- Creative thinker with a strong visual storytelling ability.
- Experience of using Canva and/or Adobe Suite.
- Ability to work to brand guidelines, producing aesthetically pleasing collateral and marketing materials.
- Highly organised with the ability to manage multiple projects.
- Strong communication and relationship-building skills.
- Proactive and outgoing, with a willingness to seek out stories and content opportunities.
- Adaptability to work in a fast-paced environment.
- Ability to translate complex information into accessible and engaging content.
- Attention to detail, ensuring high-quality and consistent content.
- A self-starter who can work independently and as part of a team.

# Terms of appointment and how to apply

**Reports to: Campaigns & 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 Monday 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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