



Southampton  
Hospitals Charity

**Marketing and**

**Communications Assistant**

**Recruitment pack**



# Welcome

Thank you for your interest in the role of Marketing & Communications Assistant at Southampton Hospitals Charity.

This is an exciting opportunity to play a hands-on role in how we share the Charity's work with our supporters, patients and staff. You'll help bring our stories to life across our digital channels and make sure our communications and marketing materials are engaging, consistent and effective.



You'll be joining a small, collaborative team where you'll have the chance to get involved in a wide range of activity, build your skills, and see the direct impact of your work. Whether it's supporting a fundraising campaign, creating content, or helping improve how we communicate, your contribution will help us connect more people with the difference the Charity makes.

On the 1st of April 2025, the Charity launched its 3-year strategy, setting out how we will continue to grow our reach, strengthen our communications, and connect more people with the difference we make.

As a Charity, we raise funds to support projects that go above and beyond what the NHS can provide – from improving spaces and funding equipment, to supporting research and enhancing patient experience across University Hospital Southampton.

This role will play an important part in helping us share that impact more effectively, ensuring our communications reach the right people in the right way, and continue to grow our supporter community.

We're really pleased you're considering applying and look forward to hearing from you.

**Kate Saltrick**  
**Director of Income Generation and 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: Marketing and Communications Assistant**

**Reports to: Campaigns and Marketing Manager**

**Direct reports: No direct reports**

## Role purpose

We are looking for a proactive and organised Marketing & Communications Assistant to support the delivery of digital content and campaigns across Southampton Hospitals Charity's channels.

This role will play a key part in ensuring our communications are delivered consistently and effectively, supporting social media, email marketing and website activity. Working closely with the Campaigns & Marketing Manager and Editorial and Communications Officer, you will help bring our stories to life across digital channels and ensure content is published, scheduled and monitored to a high standard.

This is an exciting opportunity for someone looking to develop a career in marketing and communications within the charity sector, gaining hands-on experience across a wide range of channels and campaigns.



# Main responsibilities

## Digital content delivery and channel management

- Support the delivery of content across digital channels, including social media, website and email marketing.
- Schedule and publish content across social media platforms, ensuring consistency and alignment with campaign plans.
- Monitor social media channels, responding to comments and messages where appropriate and escalating where needed.
- Assist with maintaining and updating website content, including uploading stories, blogs, and campaign pages.
- Support the build and scheduling of email campaigns using Mailchimp.

## Content creation and design

- Create engaging social media assets and simple marketing materials using Canva (or similar tools).
- Source and format images for use across digital channels.
- Support the creation of short-form copy for social media, email and web content.
- Ensure all content follows brand guidelines and is accessible and inclusive

## Campaign and team support

- Support the delivery of fundraising and awareness campaigns across digital channels.
- Create fundraising and campaign materials using Canva (or similar tools).
- Work closely with the Editorial and Communications Officer to bring stories and case studies to life online.
- Assist with coordinating content and ensuring deadlines are met.
- Provide general administrative and operational support to the communications and marketing team.

## Digital performance and improvement

- Support the tracking and reporting of digital performance, including social media and email metrics.
- Produce regular summaries of performance to help inform future activity.
- Identify opportunities to improve content and engagement across channels.

# Person specification

## Knowledge and experience

- Experience using social media platforms (either professionally or personally) and an understanding of how content performs across channels.
- Experience creating content and assets using tools such as Canva or similar design platform (or willingness to learn).
- Strong written communication skills, with the ability to write clearly and engagingly for digital audiences.
- Familiarity with (or willingness to learn) website content management systems (e.g. WordPress).
- Familiarity with (or willingness to learn) email marketing platforms such as Mailchimp.
- Interest in digital marketing, communications or the charity sector.

## Skills, abilities and behaviours

- Proactive and willing to learn, with a positive and flexible approach.
- Highly organised, with the ability to manage multiple tasks and deadlines.
- Strong attention to detail, particularly when reviewing and publishing content.
- Creative with an eye for visual content and presentation.
- Ability to interpret and apply brand guidelines to create clear, engaging and visually consistent assets.
- Good communication and interpersonal skills, with the ability to work collaboratively.
- Ability to follow established processes and ensure consistency across all communications.
- Comfortable using digital tools and platforms, with a willingness to develop new skills.
- A team player who is happy to support across a range of activities.

# Terms of appointment and how to apply

**Reports to: Campaigns and Marketing Manager**

**Salary: £28,000**

**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

Ocean Village Innovation Centre, 4 Ocean Way, Southampton SO14 3JZ, with occasional working from Southampton General Hospital., Tremona Rd, Southampton SO16 6YD.

## 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 and Marketing Manager via [rachael.tyler@southamptonhospitalscharity.org](mailto:rachael.tyler@southamptonhospitalscharity.org)

To apply, please send the following to [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: Friday 8 May 2026

Interviews: w/c 18 May 2026



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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