



**JOB VACANCY**

## **Communications and Marketing Manager**

**Maternity Cover  
(Fixed 12 Month Contract)**

[www.pendleside.org.uk](http://www.pendleside.org.uk)

## AWARDS & ACCREDITATIONS



Inspected and rated

Outstanding ★



## Communications & Marketing Manager (Maternity cover – Fixed 12-month Contract)

**37.5 hours – Over 5 days**

**Annual Salary £35,737**

Thank you for your interest in the post of Communications and Marketing Manager at Pendleside Hospice. We hope you find all the information you need within this pack, to help you decide if you are the right person for this inspiring and exciting role.

Pendleside Hospice was founded as a charity in 1988 and is one of the principal providers of palliative and end of life care services to adults in Burnley and Pendle. Pendleside is widely known throughout the area of Burnley and Pendle and is held in deep affection by the local community. It is truly a privilege to work here.

All our care is free of charge to the patients and their families/carers but, of course, it isn't free to provide and most of it is funded through the generosity of the local community in which we serve. This financial year, it will cost almost £6.5 million to run Pendleside Hospice and less than 20% of those costs will come from government funding.

We are looking for an ambitious, self-motivated communications professional to cover for maternity leave for a 12-month period, leading on communication, public relations and marketing. The postholder will work collaboratively with colleagues from across the organisation and externally to ensure promotion and engagement across our local community.

The role of Communications and Marketing Manager plays a vital role in our Income Generation team but also focuses on the wider reaching aspects of communications and marketing including, internal communication, protecting and raising the profile of the brand and working with clinical departments to raise awareness of our services.

The post holder will develop and oversee delivery of the communication and marketing strategy to cover all areas of the hospice including care, retail, fundraising and internal communications alongside the Head of Income Generation, and will be empowered to grow, develop and drive this strategy forward.

This appointment is a crucial one for the Hospice and we want to be sure of finding the right person. However, we recognise it is probably also a big step for you. So, if you wish to know more you can email [Louisa.mayor@pendleside.org.uk](mailto:Louisa.mayor@pendleside.org.uk) or phone 01282 440155

Thank you for your interest in Pendleside Hospice.

**Louisa Mayor**

Head of Income Generation

## About Us

### OUR MISSION:

Pendleside exists to enhance the quality of life for people living in our community with advancing long term and life limiting illnesses, through to end of life and in bereavement.

### OUR VISION:

Every adult with advancing long term and life limiting illnesses and those most important to them within our community will receive timely and equitable access to high quality services, delivered by appropriately trained staff and volunteers.

### PHILOSOPHY OF CARE:

Pendleside endeavours to promote and enhance quality of life for people with advancing long term and life limiting illnesses and those important to them. It does this by delivering specialist and holistic palliative and end of life care, which addresses each person's individually assessed physical, psychological, social and spiritual needs.

Our care is planned and continually monitored to ensure appropriateness as needs may change. Effective communication with the people we serve is fundamental to our relationship with them. Their confidentiality, privacy, dignity and choice are respected at all times.

Our multi-disciplinary approach facilitates integrated support in our inpatient, outpatient, day service, community and family support services, in collaboration with other local care providers.

Care is underpinned by relevant research, best practice guidance and professional codes of practice.

### OUR AIM:

To provide the highest quality services possible to our local community, which are easily accessible to all who need them.

To achieve this through the five pillars of Pendleside:

**Proud to be Pendleside:** our people identify Pendleside as a good place to work/volunteer and we are the health care organisation of choice to work/volunteer for

**Community collaboration:** to build a compassionate community involving, influencing and working in partnership with all stakeholders to enhance palliative and end of life care

**Care delivery:** to reach out to as many people as possible who need our care

**Governance:** the Hospice meets its regulatory requirements and manages risk effectively

**Sustainability:** services are sustainable in the changing external environment.



**OUR VALUES:**

Our values underpin everything that we do:

**Care**

We ensure a professional standard of high-quality care provision delivered with kindness, dignity and respect

**Compassion**

We ensure that a compassionate and a non-judgemental approach remains central to the delivery of our services

**Support**

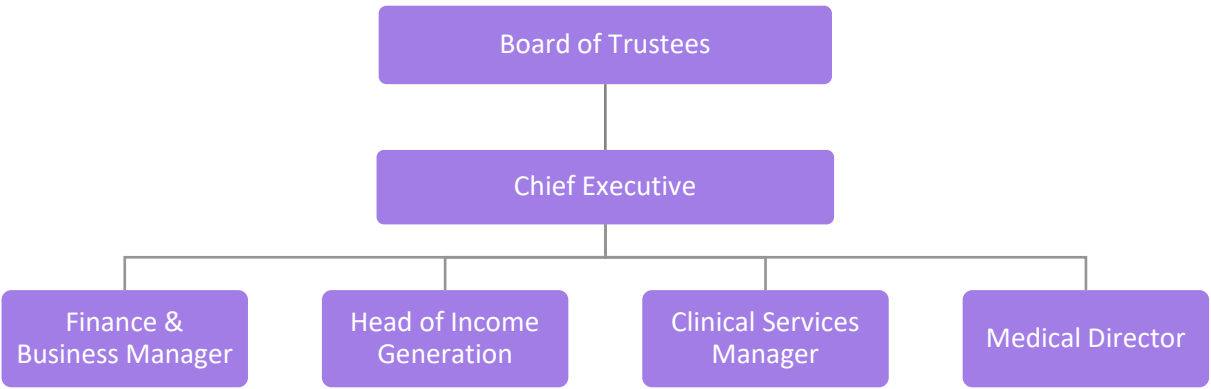
We ensure that people are listened to, their contribution valued and that necessary support is provided according to each individual need.

**OUR PEOPLE:**

Pendleside is governed by a Trustee Board that takes overall responsibility for its work and managed by a Senior Management Team.

The Board of Trustees is made up of volunteers with particular skills and expertise in a variety of fields and led by a chairman.

The Senior Management Team is led by the Chief Executive and has four other members with specific responsibilities.



Pendleside currently has 140 employees across the organisation. In addition, we have several staff work under a practicing privileges agreement and the Hospice has a Bank of Registered Nurses and Health Care Assistants.

Volunteers are an integral part of the Hospice Team with over 450 active volunteers, each one playing an invaluable role either within the Hospice and/or our local community.

## **OUR SERVICES:**

Pendleside cares for over 1800 people each year, across several services. These include:

- Inpatients
- Hospice at Home
- Health, Wellbeing & Rehabilitation
- Outpatients
- Complementary Therapy
- Family Support
- Admiral Nursing Service (Dementia)
- Psychological Support
- Bereavement Support

Clinical services are available to adults, 18 years and over. In exceptional circumstances patients between the age of 17 and 18 will be allowed to access Hospice services. This will be assessed on an individual basis and only agreed when access to external children's services is not appropriate.

The Family Support and Bereavement Service provide support to children, adolescents and adults.

Services are supported by Pendleside's Catering and Domestic, Maintenance, Finance and Administration, Fundraising and Retail teams.

## Job Description

**JOB TITLE:** Communications and Marketing Manager (temporary fixed term 12-month contract to cover Maternity Leave)

**REPORTS TO:** Head of Income Generation

**REPORTED TO BY:** N/A

### MAIN RESPONSIBILITIES:

- Take overall responsibility for the communications and marketing activities of Pendleside Hospice, including public relations, ensuring all efforts reflect the Hospice's values and branding, engage stakeholders, and support the charity's vision and ambitions.
- Oversee and implement a diverse range of communications and marketing initiatives, including digital content, fundraising appeals, press releases, care-related materials, and brand development.

### CORE TASKS:

#### Marketing and Communications

- Develop a marketing strategy that enables the Hospice to reach all key audiences and successfully achieve its strategic goals.
- Develop PR and communications strategies, ensuring that marketing opportunities are identified and effectively utilised both internally and externally.
- Ensure the effective promotion and understanding of the Hospice and its services to a range of audiences, including individuals, organisations, health and social care professionals, and corporate bodies. This includes promoting the delivery of Hospice services, workforce needs (including volunteering), and income generation activities.
- Create and implement a robust digital marketing strategy, considering all relevant social media platforms.
- Maintain up-to-date knowledge and understanding of developments and trends in marketing, PR, and communications.
- Continuously review and update marketing, PR, digital, and communications plans, working with all departments to achieve the objectives outlined in the strategy.
- Evaluate different methods of communicating key messages to various audiences, ensuring a broad range of media is used.
- Write or source information and articles for press releases and PR opportunities.
- Develop and maintain strong relationships with key stakeholders, both internally and externally.
- Increase awareness of the Hospice's work and key messages through the creation and production of case studies and patient stories.
- Act as the Hospice's Brand Champion, overseeing and supporting the ongoing development of the brand.
- Design and maintain promotional materials and online content, ensuring they are up to date and consistent with brand values.
- Develop and manage a photo and video library for use across all Hospice media.

- Produce regular newsletters for supporters and staff to promote the Hospice's work and income generation initiatives.
- Oversee and maintain the Hospice website, including content updates and the implementation of best practice SEO.
- Ensure optimal integration between the website and CRM system, in conjunction with the IT Manager.
- Utilise a range of research tools to track opinions, attitudes, and behaviours within the supporter database.
- Actively research and remain informed about trends and developments in the charity and Hospice sectors, especially those relating to campaigns, fundraising, and digital marketing.
- Manage relationships with external marketing and PR agencies, the media, and Hospice partners on joint projects.
- Keep accurate records of activities, cost ratios, and evaluations.
- Collect, analyse, and interpret data and statistics to accurately target and evaluate marketing and communications activities.
- Provide regular, comprehensive reports of activity to the Head of Income Generation, the Income Generation Sub-Committee, and other relevant meetings as appropriate.
- Act as an ambassador for Pendleside Hospice. This includes, but is not limited to, speaking engagements, cheque presentations, attending Hospice events, and participating in networking events and conferences. **Please note: This will involve some out-of-hours working, including evenings and weekends.**

### Management and Leadership

- Through personal conduct and leadership, promote positive relationships, collaboration, and effective teamwork across the Hospice, ensuring all departments are appropriately represented in communications. Foster a culture of mutual respect and consideration across the entire Pendleside Hospice team.
- Be an active member of the Operational Management Team, contributing to the development and implementation of operational plans and strategies.
- Provide updates and training to staff on marketing and communications.
- Ensure continuous professional development, maintaining the skills and competence required to fulfil the responsibilities of the role.
- Actively participate in departmental and team meetings, contributing to income generation planning.
- Support new developments and initiatives across the Hospice, taking responsibility for the communication and marketing elements of relevant projects.
- Develop and negotiate robust contracts and agreements with contractors and suppliers, in conjunction with the Head of Income Generation.

### Governance

- Actively support the vision, values, and core philosophies of the Hospice.
- Ensure compliance with all Hospice policies, procedures, and standards, with particular attention to those relating to income generation.
- Work towards key performance indicators to ensure the effectiveness of marketing, PR, and communications efforts.
- Support the implementation of the Hospice Organisational Strategy and Business Plans.



- Promote and maintain high standards of information governance (IG), ensuring compliance with NHS IG Toolkit standards (Level 2) and with General Data Protection Regulation (GDPR) requirements.

**This document is intended to convey an outline of the post and the post-holder's responsibilities. You may be asked to carry out other duties relevant to your job role.**

## Job Specification

Attributes	Essential	Desirable	How Assessed
<b>Experience</b>	<ul style="list-style-type: none"> <li>Proven experience in public relations, marketing, and communications, both internally and externally within organisations</li> <li>Experience in developing, implementing, and evaluating marketing and communications strategies</li> <li>Networking experience</li> <li>A track record of delivering service improvements</li> </ul>	<ul style="list-style-type: none"> <li>Experience of working within the third sector or health care environment</li> <li>Experience with Google Ads and SEO</li> </ul>	<ul style="list-style-type: none"> <li>Application form</li> <li>Interview</li> </ul>
<b>Education, Qualifications &amp; Training</b>	<ul style="list-style-type: none"> <li>Educated to diploma level or able to demonstrate equivalent experience</li> <li>Chartered Institute of Marketing (CIM) qualification or equivalent experience</li> </ul>	<ul style="list-style-type: none"> <li>Educated to degree level</li> <li>Qualification in management or leadership</li> <li>Qualification in fundraising, sales or marketing</li> </ul>	<ul style="list-style-type: none"> <li>Application form</li> <li>Registration with relevant regulatory body</li> <li>Certificates</li> <li>CPD file / portfolio</li> </ul>
<b>Practical &amp; intellectual skills (including any specialist knowledge)</b>	<ul style="list-style-type: none"> <li>Strong knowledge digital marketing techniques</li> <li>Strong knowledge of design to print production</li> <li>Well-developed leadership skills that encourage commitment and participation from others</li> <li>Ability to develop and implement organisational business plans</li> <li>Ability to lead and manage change effectively</li> <li>Confident communicator at all levels, with excellent written and verbal skills</li> <li>Strong organisational and time management skills</li> <li>Ability to reflect on personal practice and implement changes where required</li> </ul>	<ul style="list-style-type: none"> <li>Awareness of current developments within the charitable sector</li> <li>Experience in Adobe CC or similar</li> <li>Experience in WordPress</li> <li>Experience working with social media management tools</li> </ul>	<ul style="list-style-type: none"> <li>Application form</li> <li>Interview</li> </ul>

	<ul style="list-style-type: none"> <li>• Understanding of confidentiality and information governance</li> <li>• IT literate, with good working knowledge of standard Microsoft Office software</li> <li>• Experience in public relations, media engagement and media management</li> <li>• Proficient in Canva, with the ability to design social media graphics, leaflets and other promotional materials</li> <li>• Full UK driving licence</li> </ul>		
<b>Disposition / attitude / adjustment</b>	<ul style="list-style-type: none"> <li>• Ability to foster positive relationships and gain the confidence and trust of trustees, staff, volunteers, supporters, service users, and other partners</li> <li>• Ability to develop and maintain successful relationships in a networking environment</li> <li>• Ability to manage multiple projects simultaneously, working under pressure and to tight deadlines</li> <li>• Strong analytical skills and a creative, non-judgemental approach to problem-solving</li> <li>• An empowering leadership style, valuing the contributions of others</li> <li>• Ambitious and creative, with the enthusiasm and drive to help grow the charity</li> </ul>		<ul style="list-style-type: none"> <li>• Application form</li> <li>• Interview</li> </ul>
<b>Health &amp; Physical</b>	<ul style="list-style-type: none"> <li>• Good attendance record</li> <li>• Ability to move and handle equipment</li> <li>• Energy, drive and resilience – ability to deliver under pressure</li> </ul>		<ul style="list-style-type: none"> <li>• Application form</li> <li>• Interview</li> <li>• Employee health check</li> <li>• References</li> </ul>
<b>Circumstances</b>	<ul style="list-style-type: none"> <li>• Work shifts over 5 days, Monday – Friday</li> <li>• Ability to work outside of normal working hours including weekends</li> <li>• Work flexibly according to the needs of the service</li> </ul>		<ul style="list-style-type: none"> <li>• Application form</li> <li>• Interview</li> </ul>
<b>Equal Opportunities</b>	<ul style="list-style-type: none"> <li>• Commitment to equal opportunity and social justice</li> </ul>		<ul style="list-style-type: none"> <li>• Application form</li> <li>• Interview</li> </ul>

## MAIN BENEFITS TERMS AND CONDITIONS

**Annual Leave:** The annual leave entitlement for a 37.5 hour a week post is 262.5 hours (27 days plus 8 public holidays), an additional day's annual leave is awarded for every 5 years worked.

**Childcare Voucher Scheme:** Pendleside Hospice offers a childcare voucher scheme.

**Healthcare Scheme:** All staff are eligible to access the Benenden Healthcare Scheme [www.benenden.co.uk](http://www.benenden.co.uk)

**Meals and Drinks:** All employees and volunteers at Pendleside Hospice can access meals, if working over a mealtime, and drinks at no charge.

**Notice period:** 2 months.

**Parking:** All employees and volunteers can park for free at Pendleside Hospice.

**Pension:** Pendleside Hospice has a stakeholder pension scheme; the Hospice will match contribute up to 5% of an employee's salary into the pension scheme. Employees joining Pendleside Hospice from the NHS may continue with their NHS pension.

**Sick pay:** If the employee is unable to attend work because of sickness or some other health-related incapacity, the Hospice will pay full salary net of any statutory sick pay entitlement, subject to the following conditions:

During probationary period (first 3-6 months)	No Hospice sick pay, but will receive Statutory Sick Pay (if appropriate)
From completion of probation up to 12 months service	Two months sick pay at half-pay
From 12 months service	A maximum of 13 weeks full sick pay followed by 13 weeks at half-pay

## HOW TO APPLY

If you are interested in this position, please complete the application form on the Pendleside Hospice website [www.pendleside.org.uk/jobs](http://www.pendleside.org.uk/jobs), referring to the job description and person specification.