

JOB DESCRIPTION

'Happy to talk about flexible working'.

Job title:	Communications and Marketing Manager
Department:	Income Generation and Marketing
Hospice band:	Corporate Band E - £34,728 to £40,591
Reports to:	Head of Communications and Marketing
Responsible for:	Up to two Communications and Marketing Officers
DBS required	Yes

Job purpose

To support the Head of Communications and Marketing in developing and delivering internal, external and digital marketing strategies that raise the profile of Birmingham Hospice.

To deliver impactful communications that increase engagement with key audiences and educate people about our work and the vital role of hospice care in communities.

To provide communications and marketing support for corporate fundraising, retail operations and new commercial ventures that generate income and raise brand awareness for Birmingham Hospice.

Main duties and responsibilities

External communications

- Support the Head of Communications and Marketing to oversee day-to-day reactive and proactive department requests.
- Maintain a programme of regular communications to raise brand awareness across Birmingham, Sandwell, Solihull, Sutton Coldfield and beyond.
- Engage with charity colleagues, volunteers, patients and families to produce and publish powerful and engaging case studies that educate and dispel myths around hospice care.
- Build strong media and PR relationships with local and regional contacts and engage them in the hospice's vital work, managing the delivery of press releases and editorial content.
- Work with the Head of Communications and Marketing, and the Income Generation Director, to produce impact reports, annual reports and charity factsheets.



Kindness



Togetherness



Positivity



Openness



Respect



Innovation

November 2025

- Project plan campaigns in support of awareness events such as Volunteers' Week, Hospice Care Week and Dying Matters Awareness Week.
- Work closely with the Corporate Fundraising Team to support their communications and marketing needs.
- Support the head of department to oversee communications and marketing for new commercial opportunities that raise the hospice's profile and generate income.
- Work with the Head of Communications and Marketing to oversee and plan retail communications and marketing activity for our charity shops.
- Oversee the production of printed and digital products. Act as a brand guardian, ensuring the Birmingham Hospice brand is consistent and following guidelines across all printed collateral, merchandise and signage.
- Support the Head of Communications and Marketing to manage media and creative agency relationships.
- Work closely with the Communications and Marketing Team to develop and manage the website, ensuring a high-quality user experience (UX).
- Monitor industry trends and best practice.
- Work with the Head of Communications and Marketing to monitor, analyse and evaluate all aspects of communications activity and performance using key metrics.
- Introduce and test new and innovative approaches to external communications.

Internal communications

- Build strong working relationships with corporate, clinical and medical colleagues.
- Develop and deliver internal communications that engage, connect and inspire our people. This includes working with teams to improve internal communications tools and channels so colleagues can stay up to date with the charity's latest news, strategy and goals.
- Represent the Communications and Marketing Team at internal meetings and committees where required.
- Ensure internal communications resources are branded correctly and written in line with our in-house style.

Leadership and management

- Alongside the Head of Communications and Marketing, and the Fundraising Marketing Manager, lead the team to deliver on agreed objectives and targets identified in the charity's strategy and operational plans.
- Manage up to two Communications and Marketing Officers by agreeing clear objectives, holding monthly 1-1s and annual reviews, and providing effective and supportive line management.
- Develop your team through mentoring, coaching and training.
- Work closely with the Fundraising Marketing Manager to ensure consistent quality, tone of voice and maximum impact across all internal and external communications.

- Be a vital link between internal and external communications; ensuring the strategies work hand-in-hand and that core messages are communicated consistently.

Expectations

- Work flexible hours including evenings and weekends when required.
- Ability to travel to external meetings.
- Ability to work across both hospice sites (Selly Park and Erdington).
- Assist at events and activities where appropriate and necessary.
- Undertake any other duties as may be required by the Head of Communications and Marketing, and the Income Generation Director.

General duties

Confidentiality

- All employees are required to uphold the confidentiality of all information records in whatever format, encountered in the course of employment and after it.
- All employees are bound by the requirements of the General Data Protection Regulations when, in the course of their employment, they deal with information records relating to individuals.

Equality and Diversity

- The hospice is committed to promoting an environment that values diversity. All staff are responsible for ensuring that they treat individuals equally and fairly and do not discriminate on the grounds of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex and sexual orientation. The hospice expects all staff to behave in a way that recognises and respects diversity in line with the appropriate standards.

Health and safety

- All employees have a responsibility under the terms of the Health and Safety at Work Act 1974 to protect and promote their own health and that of others in the workplace.
- All employees must comply with all hospice health and safety procedures infection control.
- The prevention and control of infection is the responsibility of everyone who is employed by the hospice. Employees must be aware of infection control policies, procedures and the importance of protecting themselves and their clients in maintaining a clean and healthy environment.

Information governance



Kindness



Togetherness



Positivity



Openness



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Innovation

- All employees are responsible for ensuring they undertake any training relating to information governance, read the hospice's policies, procedures and guidance documents relating to information governance, and understanding how this affects them in their role.

Professional development

- All employees must participate in an annual appraisal and develop a personal development plan with their line manager.
- All employees are responsible for maintaining their statutory and mandatory training.

Safeguarding children, young people and vulnerable adults

- The hospice is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All employees and volunteers are expected to behave in such a way that supports this commitment pandemic or major incident.
- In the event of a pandemic or major incident, the post holder may be asked to undertake other duties not necessarily commensurate to the banding of this role. This could include duties in any part of the hospice. Prior to undertaking any duties, the member of staff will have full training and induction. We won't ask any member of staff to undertake duties for which they are not competent or where they feel unsafe in their environment or could put patients or themselves at risk.

The job description is not exhaustive and may be amended following appropriate consultation in the light of business needs.

PERSON SPECIFICATION

Job title:	Communications and Marketing Manager
Department:	Income Generation and Marketing
Hospice band:	Corporate Band E

Requirements	Essential	Desirable	How identified
Education and qualifications	- Educated to degree level or equivalent or can demonstrate a thorough underpinning knowledge and theory relevant to the role - Evidence of continuing professional development	Professional qualification in journalism, PR, marketing, communications or equivalent	C, A
Knowledge and experience: Communications and PR	- Considerable experience in marketing, communications, public relations or journalism - Demonstrable experience of successfully developing and delivering internal and external communications plans - A highly creative communicator with evidence of producing engaging and inspiring content - Experience of brand management and acting as a brand guardian across multiple channels and materials	- Experience of developing and producing engaging case studies that tell compelling stories - Experience of producing reports including impact reports and annual reports - Experience of tracking, evaluating and reporting on key communications metrics - Specific experience in retail communications - Experience supporting corporate fundraising campaigns	A, I, T

Knowledge and experience: Digital and content management	• Experience of creating and managing content for digital channels with demonstrable results in engagement and reach • Experience of working with a variety of online and offline marketing communications tools • Proficiency in design software (InDesign, Canva or equivalent) for content creation and brand management • Website development knowledge	• Advanced knowledge of InDesign/Canva, WordPress (or CMS equivalent), and email marketing systems • Advanced knowledge of social media management and analytics tools	A, I, T
Knowledge and experience: Relationship management, leadership and people management	• Experience of working closely with senior leaders, advising them about communications issues and demonstrating sound judgement • Experience of building networks and internal relationships at all levels • Experience of building and maintaining media relationships • Demonstrable experience of working well in multi-disciplinary/cross-functional teams • Line management experience including setting objectives, conducting appraisals and supporting team development • Experience of mentoring or coaching team members	• Understanding of the wider health and social care system • Awareness of third-sector marketing and communications	A, I, T

Personal skills and attributes	Communication and creativity • Excellent written and verbal communication skills with the ability to adapt style and tone for different audiences • Communicates in a range of effective approaches tailored to the audience needs • Listens to and shares information, opinions and ideas • Creative thinking skills with the ability to spot opportunities for innovation and growth • Strong attention to detail with high standards for accuracy and quality Planning and organisation • Established planning, implementation and administrative skills • Ability to prioritise and manage workload whilst still meeting deadlines • Ability to work autonomously and use initiative • Strong problem-solving abilities Interpersonal skills		A, I
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	• Ability to build internal and external relationships • A team player • Understands stakeholder needs and responds appropriately • Influencing and negotiation skills • Empathy and compassion appropriate for a healthcare environment • Has personal resilience and emotional intelligence Professional approach • Willingness to participate in training and updates • Flexibility around work location and hours • Commitment to Birmingham Hospice's vision, values and mission		
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A= Application form

I=Interview

T=Test

C=Certificate