

JOB DESCRIPTION

'Happy to talk about flexible working'.

Job title:	Retail Communications Officer
Department:	Income Generation and Marketing
Reports to:	Communications and Marketing Manager
Responsible for:	n/a
DBS required	Yes

Job purpose

To provide dedicated communications support for Birmingham Hospice's retail estate, driving income, donations, footfall and brand awareness across a growing network of shops.

To plan and implement creative, insight-led campaigns that maximise revenue from retail operations - including shops, house clearances and furniture collections - contributing to the charity's annual fundraising target.

To support the Retail Team in maintaining a consistent and professional brand presence across all locations, helping to build marketing capability and support sustainable growth as the estate expands in the West Midlands.

Main duties and responsibilities

Income generation and campaigns

- Plan and deliver integrated communications campaigns to drive retail income, including seasonal promotions (e.g. Christmas, summer, Back-to-School, Second-hand September) and stock and donation appeals.
- Develop and implement multi-channel marketing to grow house clearance bookings and furniture collection volumes.
- Coordinate communications and PR activity for new shop openings, creating tailored pre-launch, opening day and post-launch campaigns to maximise awareness and footfall.
- Support the development of e-commerce and online sales initiatives to diversify and grow retail income streams.
- Build local partnerships with businesses, schools and community groups to drive donations, sales and brand awareness.
- Market and promote retail-led events such as fashion shows, pop-ups and in-store experiences.
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Kindness



Togetherness



Positivity



Openness



Respect



Innovation

Digital and social media

- Create and manage compelling content across the charity's central social media platforms, maintaining strong retail representation to drive footfall and engagement.
- Support individual retail locations in developing and managing their own social media channels, providing training, content creation guidance and a structured approval framework.
- Manage Customer Display Units (CDUs) and digital screens across retail locations using a structured content calendar with targeted messaging.
- Support the development of a collaborative content approach with retail teams.
- Monitor and respond to online customer feedback, including Google and Facebook reviews, maintaining a professional and empathetic tone consistent with our brand.

Brand and communications

- Ensure retail marketing materials comply with brand guidelines, ensuring consistency across printed collateral, merchandise, signage and digital content.
- Produce high-quality written content for a range of channels including press releases, website copy, email marketing and printed materials.
- Secure local and regional media coverage to raise the profile of retail activities, new shop openings and income-generating campaigns.
- Maintain a comprehensive 12-month content calendar in close collaboration with the Communications and Marketing Manager and the Retail Team, aligned to key campaign dates and seasonal peaks.

Volunteer and staff recruitment support

- Work with the Retail Volunteer Manager to produce targeted content that showcases the retail volunteer experience, supporting both recruitment and retention.
- Collaborate with the Retail and People teams to create compelling employer brand content that attracts quality candidates for retail staff vacancies.
- Develop and share content that highlights the value and impact of retail volunteers and staff, strengthening connection to the hospice's wider mission.

Strategic planning and insight

- Monitor and evaluate the performance of all retail marketing activity, producing clear and regular reports on key metrics including engagement, reach, footfall and revenue attribution.
- Use data and insight to optimise campaign activity and inform future planning, including tracking booking sources for house clearance and furniture collection services.
- Identify and support submissions for relevant awards opportunities that showcase retail excellence and innovation, maintaining an awards calendar and managing submissions.
- Monitor industry trends and competitor charity retail marketing activity, bringing fresh ideas and innovation to our approach.



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Collaboration and stakeholder engagement

- Build strong working relationships with retail shop managers, area managers, the Head of Retail, and the Income Generation Director to understand operational needs and align marketing activity accordingly.
- Attend and contribute to monthly joint retail and communications planning meetings, contributing to action planning and delivery.
- Provide shop teams with practical marketing tools, templates and guidance to support local activity while maintaining brand consistency.
- Work closely with the broader Communications and Marketing Team to ensure retail activity is integrated within wider organisational communications.

Expectations

- Work flexible hours including evenings and weekends when required.
- A minimum of three days a week working in a hospice/retail setting.
- A full UK driving licence and access to a vehicle is essential, as regular travel between retail locations across Birmingham and surrounding areas is required.
- 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.



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- 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

- 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:	Retail Communications Officer
Department:	Income Generation and Marketing
Hospice band:	Corporate Band F

Requirements	Essential	Desirable	How identified
Education and qualifications	<ul style="list-style-type: none"> • Educated to degree/apprenticeship degree level • Can demonstrate a thorough underpinning knowledge and theory relevant to the role • Evidence of continuing professional development 	<ul style="list-style-type: none"> • Professional qualification in marketing, communications, PR, journalism or equivalent • Experience working in a retail environment 	C, A
Knowledge and experience: Communications and marketing	<ul style="list-style-type: none"> • Experience working in a marketing, communications or PR role with demonstrable results • Experience of developing and delivering marketing campaigns across multiple channels • Proven ability to create engaging, creative content for a range of audiences • Experience of working with brand guidelines and maintaining brand consistency across materials and channels • Experience of producing written content including press releases, social media copy, website content and marketing materials 	<ul style="list-style-type: none"> • Experience with paid digital advertising (PPC, Meta Ads or equivalent) • Advanced knowledge of social media analytics and reporting tools • Website editing experience (WordPress or equivalent CMS) • Experience with email marketing platforms 	A, I, T

<p>Knowledge and experience: Digital and content management</p>	<ul style="list-style-type: none"> • Proficiency in design software (InDesign, Canva or equivalent) for content creation • Experience of contributing to social media channels including scheduling, community management and analytics • Working knowledge of digital marketing tools and platforms (social media, email marketing, website CMS) 	<ul style="list-style-type: none"> • Experience of building media relationships and securing press coverage • Understanding of third-sector or charity communications • Awareness of the retail sector and charity retail environment 	<p>A, I, T</p>
<p>Knowledge and experience: Relationship management and collaboration</p>	<ul style="list-style-type: none"> • Experience of building effective working relationships with a range of internal stakeholders • Experience of working in cross-functional or multi-disciplinary teams • Experience of planning and delivering projects with multiple workstreams and deadlines 	<ul style="list-style-type: none"> • Experience of gathering and interpreting data to evaluate marketing performance 	<p>A, I</p>
<p>Personal skills and attributes</p>	<p>Communication and creativity</p> <ul style="list-style-type: none"> • Excellent written and verbal communication skills with the ability to adapt style and tone for different audiences • Creative thinking with the ability to spot opportunities for innovation • Strong attention to detail with high standards for accuracy and quality <p>Planning and organisation</p> <ul style="list-style-type: none"> • Strong planning and project management skills with the ability to manage multiple priorities and deadlines 		<p>A, I</p>

	<ul style="list-style-type: none"> • Ability to work autonomously, using initiative and good judgement <p>Interpersonal skills</p> <ul style="list-style-type: none"> • A collaborative team player who builds positive working relationships at all levels • Understands stakeholder needs and responds with empathy and professionalism • Personal resilience and emotional intelligence appropriate to a healthcare environment <p>Professional approach</p> <ul style="list-style-type: none"> • Willingness to participate in training, development and performance review • Flexibility around work location and hours • Commitment to Birmingham Hospice's vision, values and mission 		
Other requirements	<ul style="list-style-type: none"> • Full UK driving licence • Access to a vehicle for regular travel across the retail estate 		A, C

A= Application form

I=Interview

T=Test

C=Certificate