

## Senior Campaign and Content Manager (maternity cover)

<b>Reporting to</b>	Head of Communications and Engagement
<b>Line Manager to</b>	Marketing and Campaigns Officer (Full time)
<b>Key Relationships</b>	Campaigns & Communications Team, Fundraising, Dying Matters Partners, SMT, Policy & Advocacy Team, Corporate partners and donors,

Hospice UK is the national charity for hospice and palliative care. Working to ensure all adults and children living with a terminal condition receive the care and support they need, when they need it.

We believe that everyone, no matter who they are, where they are or why they are ill, should receive the best possible care at the end of their life. No one should die in avoidable pain or suffering.

Our mission is to transform the way society cares for the dying and those around them. To empower individuals, communities and populations to embrace the ethos of hospice care and extend its breadth and reach to improve everyone's experience of death, dying and bereavement.

Our ambitious strategy is the blueprint for how we can achieve the transformation that is needed and sets out the following four strategic goals that will be driving our work over the next five years:

- Extend the reach and enable hospice quality care to be delivered in any setting
- Tackle inequality and widen access to hospice care
- Work with communities to build capacity and resilience to care for those at the end of their life
- Empower a strong, dynamic and responsive hospice sector.

Our values: we aspire to be collaborative, compassionate, inclusive, innovative and knowledgeable

### Job Description

#### Focus

The post holder is responsible for two key areas in Campaigns & Communications.

Firstly, leading and delivering Hospice UK's campaigns including Dying Matters, the Senior Campaign and Content Manager will develop campaign strategies to grow public support, increase partnerships engagement and influence decision-makers to achieve our campaign goals.

This will include developing and implementing strategies, commissioning and managing research, developing campaign and communications content and messaging to influence the public conversation on death, dying and grief.

The post holder will be responsible for building strategic partnerships as well as working closely with fundraising to secure corporate partners and funding for the campaign.

In addition, the Senior Campaign and Content Manager will lead the development and delivery of other campaigns such as Hospice Care Week and provide advice to the Head of Communications & Engagement and the Director of Campaigns & Communications on new campaign opportunities and partnerships.

Secondly, the post holder will lead forward content planning for the Communications and Campaigns team to illustrate the work and impact of Hospice UK. They will co-ordinate content production for key projects across the team and prioritise content development opportunities.

## Key Tasks & Responsibilities

### Campaign management

- Lead and implement the development of the Dying Matters campaign.
- Develop campaign strategy that delivers tangible impact and behaviour change, working closely with the Head of Engagement and Campaigns and advising the Director of Campaigns & Communications
- Commission and manage research projects for the campaign, working with external agencies as required.
- Ensure that Hospice UK teams and membership is fully briefed and clearly guided on how to support Dying Matters activity.
- Research and identify expert Dying Matters Advisors for strategic delivery of the campaign and manage these relationships building a strong base of expert support for the campaign.
- Lead the production of content and visuals for campaign materials, web copy and social media channels.
- Manage the Hospice Care Week campaign for the organisation, ensuring the hospice membership is consulted and is proactively supportive.
- Develop and manage stakeholder events and workshops.
- Identify opportunities for new campaigns and advise the organisation on potential involvement and strategic benefits for Hospice UK.

### Partnerships & engagement

- Develop external partnerships to grow the Dying Matters campaign coalition.
- Increase the number of supporters for the Dying Matters campaign with a particular focus on digital campaigning, working closely with digital team colleagues.
- Develop a campaign journey for supporters and work with Individual Giving to coordinate the public engagement journey.
- Advise the Director on new partnerships opportunities to grow the profile of the campaign and its issues.

- Lead the relationship with campaign partners in Wales and Scotland.
- Lead the Individual Giving team to identify funding opportunities for the campaign
- Work with media team to proactively seek means of raising our campaign profiles and operate as campaign spokesperson as required.
- Collaborate and input strategic campaign direction with fundraising to bring in new funding for the campaign

## Content delivery

- Manage strategic content planning across the Campaigns & Communications team ensuring powerful content development and delivery to promote the work of Hospice UK.
- Guide the C&C team on production of visual content, key messaging for campaigns and Hospice UK activity.
- Develop systems and processes to facilitate the fast, agile development of content required by the organisation

## Line management

- Manage and develop a Marketing and Campaigns Officer

## Person Specification

We are looking for an experienced Senior Campaign and Content Manager who can take our Dying Matters campaign to the next level. A skilled negotiator, experienced in digital campaigning and confident in developing campaign strategy and turning this into tangible results, you will enjoy the challenge of getting people to speak and engage on this difficult issue.

You will be able to motivate and lead colleagues to develop high-quality communications and campaigns content and develop internal processes to deliver Hospice UK content.

Essential	Desirable
Experience of leading and managing the strategic development and implementation of campaigns	Knowledge of end of life issues or public health campaigning
Able to grow digital movements and social networks for change	Mobilising member networks to campaign
Excellent written and verbal communication skills	
Confident negotiating skills, particularly with senior leaders internally and externally	

Demonstrable project management skills	
Experience of building stakeholder relations	
Line management experience	
Able to tell powerful stories that secure media coverage	
Research knowledge and skills	
Experience of organising events and public activities	
Work in accordance with and promote our organisational values at all times	
Experience of being a media campaign spokesperson	
Demonstrable evidence of the successful strategic development of campaigns	
Building relationships with donors and corporates to promote campaigns and secure funding, working with fundraising teams	

## Terms and Conditions

Contract	Fixed term contract to cover up to a year's maternity leave
Salary	£42,000 per annum
Probation period	Six months
Notice period	Two months
Work Pattern	Full time, 35 hours per week
Pension	You will be auto enrolled into our pension scheme which is at 4%. Further contributions can be made to the scheme and Hospice UK will match contributions of up to 7% of your gross salary
Life Assurance	Is provided upon start date at three times salary, subject to acceptance by our insurers
Simply health Scheme	This includes access to a confidential employee assistance programme and a cash plan scheme, which reimburses payments towards everyday healthcare treatments such as dental care, osteopathy, optical care
Cycle to work scheme	Loaning of a cycle via a salary sacrifice scheme
Season ticket loan	An interest free loan can be requested for travel to work
Holiday	25 days in the first year. The leave year runs from 1 January to 31 December. One day of additional leave is awarded to all staff on Christmas Eve
Location	The post holder is based at Hospice House, Britannia Street, London, WC1X 9JG. Hybrid working from home and the office is currently in operation