

Membership Communications Officer

Candidate Information Pack

October 2025

Membership Communications Officer

The Membership Communications Officer is an exciting and vital role at Hospice UK. Hospices are under significant pressure, with many being forced to close services, and the assisted dying bill likely to fundamentally alter the end-of-life care landscape in the UK. This role will be central to our work in the years ahead.

You will help to make sure that what we say to the outside world is closely drawn from information we receive from our member hospices. In parallel, you'll make sure that our member communications is sharp, timely and keeps hospices up to date on everything we are doing for them across the UK.

You'll lead the day to day development of our LinkedIn channel, our flagship membership newsletter and the communications around some of our key membership programmes. You'll need a strong eye for copywriting, a good understanding of digital marketing, and a really strong instinct for how to make communications work for different audiences.

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| Reporting to | Digital Marketing Manager |
| Line Manager to | N/A |
| Salary | £33,500 per annum |
| Contract | Permanent Full time |
| Based at | <p>The post holder will be contractually based at Hospice House, Britannia Street, London, WC1X 9JG. This role is eligible for the Hospice UK Hybrid Working Arrangement from the start of employment.</p> <p>Our expectation is that you will come to London at least two days each month for team meetings, plus a quarterly 'all staff' events, and External Affairs away days a few times a year. The Communications team mostly comes into the office at least once a week on a Wednesday. You can work remotely for the rest of the time. Equally, you may prefer to work from the office full-time.</p> |
| Closing date for CV & supporting statement | 9am on Monday 20 October 2025 |
| Interview date/s | Thursday 30 October 2025 and Friday 31 October 2025 |

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| Contact for Questions | About the role and process: recruitment@hospiceuk.org |

You can read lots more about what it's like to work at Hospice UK on our website in the [About Us section](#) and on [YouTube channel](#) and [X \(Twitter\)](#).

What you'll be a part of at Hospice UK

Hospice UK fights for hospice care for all who need it, for now and forever.

As the national champion for hospices, we fight to make sure hospice care is there for everyone, from every background. We fight to make sure hospices are able to deliver the best, most personalised care. We fight to make sure hospices can thrive – today and into the future.

We represent the community of more than 200 hospices across the UK. They do everything they can for children and adults living with long-term illness or approaching the end of their lives. So, we do everything we can to support hospices' incredible, invaluable work.

"As well as the open door policy I have with my line manager, Hospice UK also gives the opportunity for your voice to be heard."

Millie, Office Manager

Our [ambitious new five-year strategy for 2024-2029](#) is the blueprint for how we can achieve the transformation that is needed and sets out the following three strategic priorities:

- **To improve equity of access:** we will work so people get the end of life care they need, and support hospices to reach those we know are missing out.

- **To enhance quality care:** we will support hospices to deliver individualised quality care amid rapidly changing demands.
- **To achieve sustainability:** we will fight for hospice services, making sure they are well-funded, governed and well-staffed long into the future.

We will only achieve these as a community, by being an outstanding organisation, and a great fundraising organisation.

Our values

We value working in collaboration and with compassion, we are inclusive, innovative and knowledgeable.

About the team



Your Team

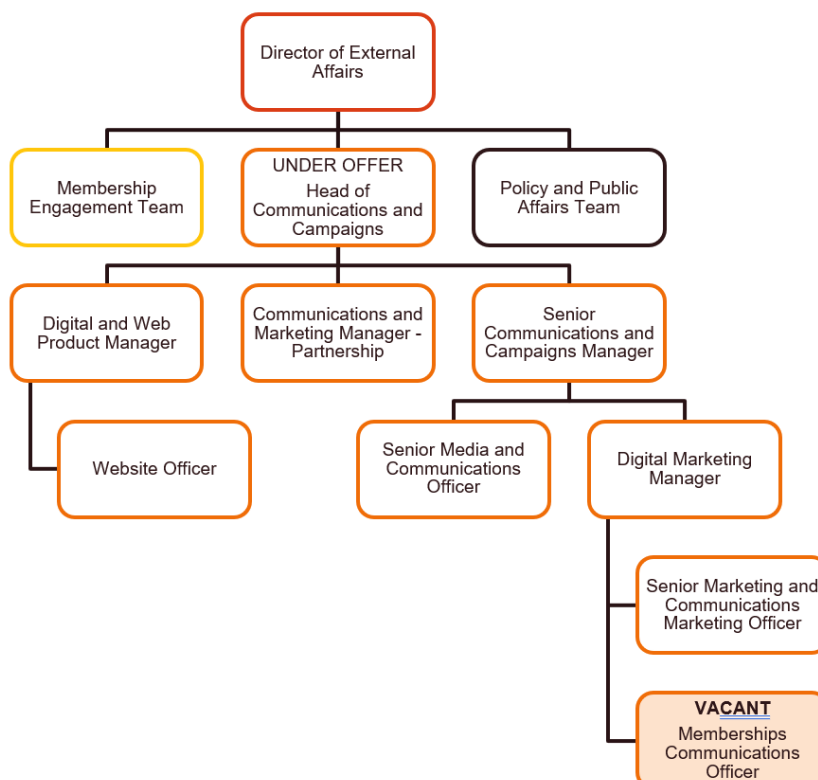
You will be joining a small, dedicated and friendly team. Your immediate team members are Nat, our Senior Marketing Communications Officer, Nikki, our Head of Membership Engagement, Sarah, our Membership Marketing Manager and Tash, our Senior Media and Communications Officer. You will be line managed by Camara, our Digital Marketing Manager.

This role is part of the External Affairs directorate at Hospice UK. This department comprises three teams: communications and campaigns, membership engagement, and policy and public affairs. Together, we represent the voice of Hospice UK to our audiences, and by extension, the voice of the whole hospice sector. The department is around 15-20 in total.

The Membership Communications Officer works particularly closely with colleagues in External Affairs, including Communications and Campaigns, Media, Membership Engagement and Policy & Public Affairs, and other teams including Grants, Programmes, and Events & Supporter Engagement. You will build strong relationships within the Programmes directorate as you will be the Membership Engagement point of contact for two of our key programmes.

"Now is a great time to be joining Hospice UK - we're speaking up for the sector like never before and seeing a real impact with our work."

Molly, Senior Media & Campaigns Manager



Your manager

Your line manager will be **Camara Pinnock**.

"Hello, I'm Hospice UK's Digital Marketing Manager - welcome to our small but mighty External Affairs team. Our job as a team is to be the bold national voice of the hospice sector, representing its interests, campaigning and lobbying on its behalf, and improving public understanding of what hospices do and just how important they are.

We're here to make sure as many people as possible, from all walks of life, can access high quality end of life care - no matter who they are, where they are, or why they are ill. Working closely with our 200+ hospice members, our focus now is ensuring that hospices can meet the ever-increasing demand for their services, with well-funded and well-staffed hospices across the UK.

In the past few years, we have overhauled our membership and audience engagement, with outstanding results. There's a lot more we want to do, though, and this role is central to that next phase."

Other teams

No team is an island and none of us are as effective without each other's support. To find out more about the other teams at Hospice UK and get an idea about the size of the organisation, please see the appendix at the end of this document.

Your Key Relationships

At times you'll work with all colleagues across Hospice UK as we all have specialisms to share with one another, but the most important working relationships outside your immediate team will be:

Our Membership Engagement team

Our Membership Engagement team is made up of Nikki, Sarah and the person in this role. We make sure that everyone who works in one of our member hospices knows about all the amazing work going on at Hospice UK, and we encourage them to take part in all our programmes, campaigns and activities.

Our Communications and Campaigns team

You will work alongside Molly, Camara, Tash, and Nat who work across media, social, and digital content to get important hospice care stories – including our policy work on campaigns like hospice funding – out to a public audience.

Our Income Generation team

Gemma, Louisa and Marie-Claire are key contacts in the events and supporter engagement team, within our Income Generation directorate. Together, you will work closely on supporter engagement, digital support for fundraising events, and a range of social media marketing appeals throughout the year.

Programmes

You'll work closely with our Programmes team, made up of experienced clinicians, project and event managers, and specialists in evidence and research. You'll help engage our members in key programmes, such as our programmes helping hospices to better support young adults, and people with progressive neurological conditions.

External videographer & photographers

Our video and photography work and quality has really grown since our rebrand, and you'll work closely with our principal external filmmaker, Tom Edkins, on making high quality films for campaign moments amongst others. We tend to work with a range of photographers for hospice photoshoots to feed our digital asset management system, in which you'll play a major part.

Our hospice members

Much of the storytelling we do as Hospice UK and Dying Matters depends on great relationships with our 200+ member hospices. It's through them that we often find stories that hit the right note with our audiences, to help show the world why hospice care, and talking about death and dying, is so important to society. So you'll develop relationships with other comms people in many hospices in order to cultivate our best stories.

You'll also get to meet lots of our members in person at our conferences and other events. You'll talk to them about their work, find out what they need from Hospice UK and make sure they know about all the support we offer hospice professionals.

About the job



Job Description

The Membership Communications Officer is focused on engaging with the people who work in Hospice UK's 210 member organisations, alongside other key audiences, to promote awareness of important information relating to Hospice UK's work and the wider hospice sector.

Working closely with colleagues in the Membership Engagement and Communications and Campaigns teams, you'll play a key role in delivering important and engaging communications to Hospice UK's members. This role will provide support with sourcing and producing story content as well as copywriting, planning, researching, building web pages and managing social media channels. You'll assist with collating data analytics from web, email and social media engagement to provide insight and continuously improve our communications.

An important part of this role will involve building positive relationships with members through regular communications, meetings and hospice visits. This will help you to understand the best way of engaging the membership audience and learn about the issues facing the hospice sector.

Key Tasks & Responsibilities

Content development:

- Produce web content to help share learning from our projects and programmes. This might include summarising research reports, writing news stories, producing case studies and examples of hospices' work, or visiting a hospice to gather photo and video content.
- Manage Hospice UK's LinkedIn channel, and report on monthly engagement.
- Build and send the Hospice Leaders' Briefing each week, including copy editing, proof reading and link checking. Monitor and share engagement data.
- Help collate digital data analytics from web, email and social media engagement and give insight on performance and trends.
- Liaise with external stakeholders and freelancers on occasion for content or design needs.

Planning:

- Plan and develop content to help promote our programmes and activities. This might include agreeing deadlines, writing a simple comms plan, providing promotional copy, building web pages and sourcing images.

- Act as the key point of contact for two of our clinical programmes, building relationships with colleagues and keeping up-to-date with programme developments so that we can share all relevant information with our members.
- Contribute to the Content Planning Group, group workflow management systems (such as Trello and Kanban) and attend weekly Social Editorial Team meetings.
- Attend weekly Membership Engagement Team meetings and support advance planning for membership communications.

Membership engagement:

- Support Hospice UK's policy and influencing agenda by engaging members and the public in our key campaigns, research and projects.
- Build a good understanding of our members' needs through attending events, visiting hospices and working with them to develop web, photo, and video content.
- Attend our conferences and events to help promote our member offer as needed.

This role is not exhaustive and is subject to review in conjunction with the post holder and according to future changes and developments in the service.

Person Specification

Application criteria below:

| Essential | Desirable |
|---|--|
| Excellent copywriting and editorial skills, able to tailor messages to suit audiences and channels. | Understanding of graphic design tools including Canva and social media management tools such as Hootsuite. |
| Experience managing social media channels and collating social analytics. | Understanding of email marketing platforms such as Mailchimp. |

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| Expert organisational skills and experience of managing communications for large audiences. | Experience of using data and analytics tools for social media and websites. |
| Experience of working with different stakeholders to develop content. | Experience of working in a membership organisation. |
| Strong content development skills spanning social media, web and email. | |

“Working at Hospice UK has given me the best work life balance of my 30 year career. Everyone is so welcoming and friendly and are always willing to help whenever asked.”

Stu, IT Infrastructure Manager

Terms & Conditions



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| Contract | Permanent |
| Salary | £33,500 per annum |
| Probation period | Six months |
| Notice period | One month |
| Work Pattern | 35 hours per week. We are passionate believers in working in a hybrid manner that suits you. See the appendix at the end of this document for more details. |
| 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 |
| Simplyhealth Scheme | A cash plan scheme, which provides payments towards everyday healthcare treatments for example dental, optical etc. up to a policy limit. All employees will be covered under level three of the scheme. |
| Cycle to work scheme | Loaning of a cycle via a salary sacrifice scheme. |
| Season ticket loan | An interest free loan is available after the completion of probation. |
| Holiday | 25 days in the first year, increasing to 27.5 days in the second year of service and 30 days in the third. <note this will be pro rata if the role is part-time> The leave year runs from 1 January to 31 December. |
| Location | <p>You will be contractually based at Hospice House, Britannia Street, London, WC1X 9JG. The Hospice UK Hybrid Working Arrangement is available from the start of your employment.</p> <p>Our expectation is that you will come to London at least two days each month for team meetings, plus a quarterly 'all staff' event, and External Affairs away days a few times a year. The Communications team mostly comes into the office at least once a week. You may also find it useful to visit member hospices. You can work remotely for the rest of the time. Equally, you may prefer to work from the office full-time.</p> |

About Hospice UK



Hybrid working at Hospice UK

At Hospice UK we have been hybrid working for a long time and believe that it's important to let individuals work in a way that makes sense for them. Everyone is different and we have colleagues who love being in the office with everything that brings as well as having whole teams based in all corners of the country.

We recognise that you are an individual and you have a way of working that is best for you. We'll always do our best to accommodate that.

We believe:

It's based on trust. We trust you to choose the best times and places to match the work you do, your personal preferences and to balance this with your own needs and the needs of your team.

- Work is an activity and not a destination. Work is not simply desks in an office that people are required to be at from 9 to 5, a few days a week.
- Community, collaboration and connection are part of who we are at Hospice UK, and we know they are important for your wellbeing. We will continue to provide safe office spaces for you to collaborate and connect with each other.
- Hospice UK recognises that physical presence does not equal great performance. Your performance will be evaluated on the impact you have and the outcomes you deliver, not solely on being at the office all the time.
- We know that there might be times when, even if you'll generally be working remotely, that you feel that being on site is crucial, such as when you first start working at Hospice UK or have started a new role.
- Hybrid working is open to everyone who has a suitable role regardless of how long they have worked for Hospice UK.

Working hours and keeping in touch

We want to empower you to flex the times you work so you can balance your home life around the needs of your role. We trust you to manage your own time and make sure you do the hours you are contracted to do. However, there are some important things we would like you to be aware of:

- We may ask you (with enough notice) to be available at certain times to meet the needs of the charity, and to physically be in the office to collaborate or attend training.
- If you choose to work early or late, perhaps during unsociable hours, please be courteous and respectful to your colleagues. We don't normally expect

our people to respond to emails or calls during unsociable hours, nor should you.

Hybrid working should not be used as a way of carrying on working when you are sick, often called 'presenteeism.' If you are ill, then you need to take time off.

We're proud to be a Gold Standard Compassionate Employer

This means we go beyond policy to truly support our people through life's toughest moments, like bereavement, caring responsibilities, and serious illness. We offer enhanced leave, trained managers, peer support, and access to wellbeing resources. Compassion is embedded in how we work, lead, and care for each other, every day.

About our teams

Every single person at Hospice UK is a vital part of making our amazing organisation function. None of us can do it alone. As time goes on, you'll find out more about what colleagues in other departments do, but for now, here's an overview of the individual teams and how, with you, they help Hospice UK change the world.

External Affairs

This new team brings together our communications and campaigns work, our policy, advocacy and influencing work, and our membership engagement function.

Our job as a department is to be the bold national voice of the hospice sector, representing its interests, campaigning and lobbying on its behalf, and improving public understanding of what hospices do and just how important they are. We're here to make sure as many people as possible, from all walks of life, can access high quality end of life care - no matter who they are, where they are, or why they are ill.

Working closely with our 200+ hospice members, we have a strong track record of winning campaigns on their behalf, most notably in recent years by securing close to £400m in emergency support for the hospice sector during the Covid-19 pandemic.

Our focus now is ensuring that hospices can meet ever increasing demand for their services, with well-funded and well-staffed hospices across the UK.

Programmes

This new team brings together the projects and networks we deliver with and on behalf of our 200+ members, and our health, charity and academic partners. Our projects aim to increase the reach of hospice care to underserved communities.

Our networks bring together colleagues and experts in many different roles to share and learn from each other.

We run conferences and masterclasses, including our flagship annual national conference. And we work with hospice leaders to tackle together some of the key issues impacting funding, workforce and service delivery across the four nations of the UK.

Our work is often overseen by clinicians and underpinned by the national evidence we analyse and the data we collect from hospices.

Income Generation and Grants

The Income Generation team raises money for Hospice UK through events, major donors, trusts, individual giving, legacies and corporate partnerships. The Grants team secures funding from grant-making organisations and then distributes it to hospices via managed grants programmes.

The department is made up of five teams:

- Events and Supporter Engagement
- Major Giving
- Corporate Development
- Compassionate Employers
- Grants.

These teams all work alongside one another to maximise income for Hospice UK and support for local hospices through a variety of activities, campaigns and partnerships.

Our aim is to create sustainable, diverse income streams to enable Hospice UK and local hospices to continue to develop and thrive.

Operations

Operations enable Hospice UK to be an outstanding organisation, supporting and enabling the whole charity to achieve its objectives by providing resources and modern ways of working. We ensure that the best and most skilled staff can contribute to us being a great membership body. Hospice UK needs to be a super place to work to attract diverse talent and we are determined to foster a positive culture and employee experience.

The operations team is made up of our internal support teams:

- **People and Culture** work to look after the people at Hospice UK from ensuring that new colleagues have everything they need (including managing the induction programme and creation of this document) working with managers to find new colleagues and develop the teams they have. Alongside this they make sure that we focus on wellbeing of all the staff at Hospice UK and are always here when anyone needs to know how to find support.
- **ICT, Digital and Data** supports Hospice UK's vision, mission and strategic priorities by providing technology that helps us all to work efficiently and effectively. They also collaborate with teams across Hospice UK to improve the services that we provide to the hospice sector, members of the public and others.
- **Finance** manages all the income and outgoings for the organisation, ensuring that we use the funds we receive from our supporters in a way that will give the most benefit.
- **Facilities** lead on ensuring that our office and wider means of working are running smoothly and allowing all our colleagues to have a welcoming, functional and enjoyable place to visit.
- **Regulatory and Contracts Manager** - not an employee but works closely with the operations team, and in particular ensures any contracts or agreements we enter into with external organisations are fit for purpose.

Photos by Rebekah Kennington / Alan McAteer