

Media & PR Manager

Candidate Information Pack

August 2026

Media and PR Manager

This is an exciting new role for the organisation, as media and PR becomes of growing importance for Hospice UK. You will drive and shape a new media strategy for Hospice UK, building on our profile and elevating our voice and visibility across media outlets to reach new audiences and engage people in key debates.

This is the perfect opportunity for an ambitious media professional who wants to work in a dynamic, varied and passionate sector that has people at its heart.

Reporting to	Molly Evans – Senior Communications and Campaigns Manager
Salary	£43,680 per annum
Contract	Permanent, full-time
Based at	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. Our office is a short walk from King's Cross station in London. We are looking for someone who is London based and can travel to central London at short notice to maximise media and PR opportunities that arise. You will also be expected to come into the office at least one day a week - currently the External Affairs anchor day is on a Wednesday. You will also be expected to take part in the out of hours media rota on evenings and weekends - typically one week in three but might be more frequent during periods of team absence
Closing date for CV & supporting statement	6 September 2026 at 23:59
Interview date/s	Tuesday 15 September and Wednesday 16 September. The first round of interviews will be virtual over MS Teams. <i>We'll aim to notify the successful candidates by 10 or 11 September</i>
Contact for Questions	About the process: recruitment@hospiceuk.org About the role: m.evans@hospiceuk.org or l.bridges@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 learn more about us from our [LinkedIn](#), [Instagram](#) and [Facebook](#) channels.

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. Our mission is to promote and protect 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

Hospice UK's 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 and innovative.

About the team



Your Team

You will work within the Communications team that sits within the wider External Affairs Directorate. We are around 20 in total, including 4 colleagues based in Wales, Scotland and Northern Ireland.

The Communications team includes colleagues working across content, social and digital, as well as partnership marketing and member communications.

You will work closely with a smaller team of 3 colleagues, our Senior Social Media Officer, Content and Brand Manager and your line manager - our Senior Communications and Communications Manager. Together you will be involved in the big issues in hospice care, making sure Hospice UK is vocal, visible and leading the debate.

There is a strong collaborative and supportive culture across the External Affairs Department with lots of opportunity to exchange ideas, plan together and benefit from each other's skills and expertise.

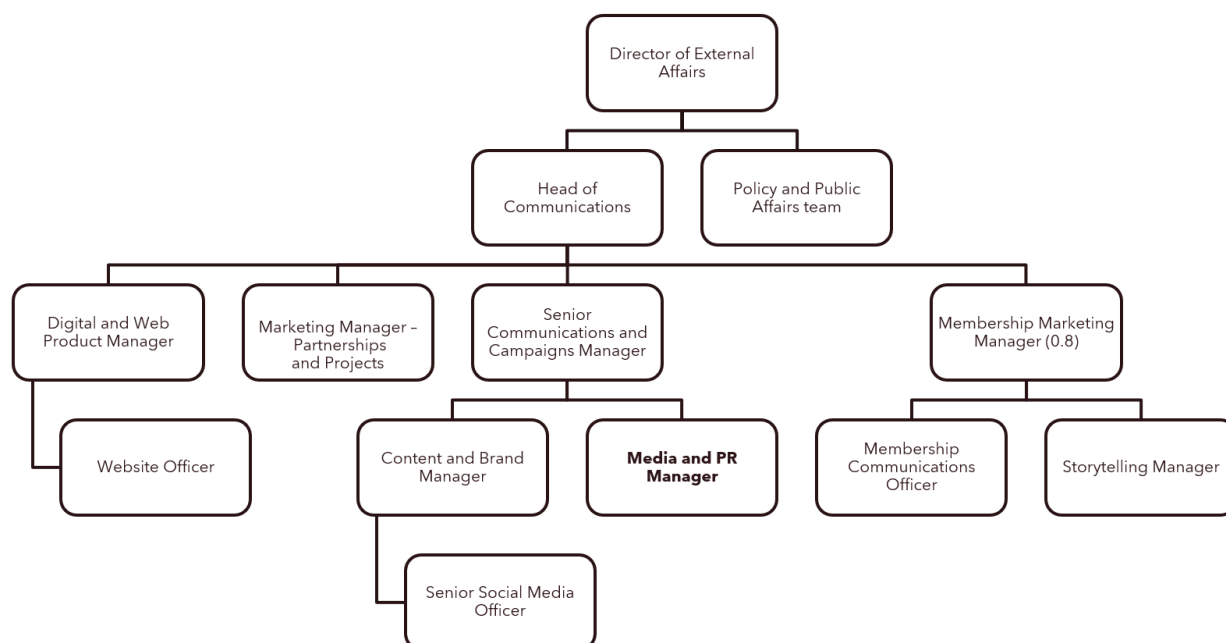
Working closely with our 200+ hospice members, we have a strong track record of securing strong media coverage and winning campaigns on their behalf, most notably over the two years by securing increased investment in hospices by governments in Westminster, Cardiff and Edinburgh.

But our work is not done. Hospices are under significant pressure and need both better government investment and continued public support. 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.

"I've been at Hospice UK for 3 years and I love working here. It's an incredible organisation to work for, that truly looks after the wellbeing of the whole team. Our approach to flexible working is brilliant, giving people the autonomy to make the decision on what mix of working from home and the office works best for them. I'd definitely recommend working here and look forward to welcoming you to the team."

- Paul H

Corporate Development Manager (Compassionate Employers)



Your manager

Your line manager will be Molly Evans, Hospice UK's Senior Communications and Campaigns Manager.

Molly joined Hospice UK in 2022. She oversees our media relations, social content, and leads key campaigns such as Hospice Care Week. She lives in Portsmouth and likes a beach walk, beach swim, beach picnic, anything of the beach genre! Most of her time is spent chasing an active toddler around.

You can read more about Molly on her [LinkedIn profile](#)

"Hospice UK is like nowhere else I have ever worked. There is a friendly and supportive spirit that makes a big difference to your day-to-day work" - Jamie, our Digital and Web Product Manager.

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:

Communications colleagues working across digital, member communications and partnership marketing

You will work side by side with our Head of Communications and wider communications colleagues to make sure our work across media and PR reflects our members' needs and priorities and that there is a strong storytelling element to your work. You will collaborate with colleagues to ensure your work is visible across our web and digital channels and work together with our Marketing Manager - Partnerships and priority projects - to reflect and recognise our corporate partners within our media strategy.

Policy and public affairs team

Our policy and public affairs colleagues within the External Affairs department are central to what we do in our communications. We're really proud that our comms and policy functions work really well together, and very much feel part of the same team. You'll work closely with teams working in Westminster, the Senedd, Holyrood and Stormont to understand our position and influencing priorities and use this to cut through in the media.

Income Generation and Grants

We work closely with colleagues across the full spectrum of income generation and grants, and are proud to have made real progress in recent years to integrate our fundraising campaigns and projects into our wider communications portfolio. Working with the IG&G team, you will work in partnership with our corporate partnerships and supporter engagement teams to identify and maximise media opportunities.

Programmes

Our programmes team run a suite of projects and programmes that offer direct support to our members and create an impact across the hospice sector. You will work with programmes colleagues to help showcase their work and tell stories in the media.

About the job



Job Description

Day to day you will have a close eye on the news and social spaces, spotting opportunities for Hospice UK to be visible and vocal on the issues that matter. You will keep senior colleagues abreast of relevant media and PR coverage, sector issues hitting the headlines and ensure they are well briefed for any planned media interviews and incoming requests. You will also build on relationships with leading sector journalists and commentators, keeping them up to date on the hospice sector and identify where Hospice UK can add value to existing stories.

There will be key moments throughout the year where you will need to plan a 360 media package for flagship campaigns and high-profile influencing work putting Hospice UK at the heart of the news agenda. This will involve working closely with members, the senior leadership team, Head of Public Affairs and Policy and wider colleagues across integrated comms.

Key tasks and responsibilities

Strategy and planning

- Develop and lead Hospice UK's Media & PR strategy, ensuring alignment to organisational priorities and goals.
- Lead crisis communications - responding to sector threats and risks, protecting and managing reputation and working closely with key stakeholders to ensure effective delivery.
- Collaborate closely with our Head of Policy and Public Affairs and wider PPA colleagues to align media work with policy goals.
- Work closely with communication and media leads at our member hospices, facilitating early identification of news and announcements that are critical for Hospice UK's organisational strategy.

Initiate and maximise opportunities for coverage

- Regularly and proactively develop and pitch compelling stories to secure top tier media coverage including national, regional, trade, consumer and broadcast as well as editorial and opinion pieces.
- Develop multimedia PR pitches which consider video, data visualisation, storytelling examples, and other content formats.
- Translate complex policy, health and social care issues into accessible, powerful content for target audiences.
- Scan and stay abreast with the daily news agenda, spotting and acting on opportunities for Hospice UK to be part of the debate.

- Work closely with colleagues across content, digital, social and marketing functions ensuring the integrated execution of the media strategy across wider channels- i.e. social media amplification and storytelling.
- Work with our Income Generation and Programmes team to turn programmes, fundraising events and partnerships into media-ready stories.
- Ensure Hospice UK's voice is heard and prominent in key sector debates and developments.

Relationship management

- Proactively and independently build and nurture relationships with high profile journalists, commentators, podcasters and wider media contacts across health and social care.
- Work closely with Hospice UK's CEO and members of the senior leadership team to agree media lines, provide quotes and interviews.
- Work closely with policy leads across Wales, Northern Ireland and Scotland to support coordinated delivery of our Media and PR strategy including key message outtake.
- Lead meetings with CEOs and senior hospice colleagues, providing media advice and practical support, including management crisis situations.
- Support and develop confident spokespeople UK wide at every level of the organisation.
- Keep Hospice UK's CEO and senior leaders informed on media coverage, forthcoming events and activity of note, and independently advise them on opportunities, trends and reputational risks.
- Line manage media freelancers in Wales and Scotland as and when required.

Operations and asset management

- Lead and take part in the operation of an effective out of hours service, ensuring handover and briefings, appropriate resourcing and acting as out of hours contact as part of the media rota.
- Manage and maintain media critical housekeeping tasks including but not limited to key message development and review, briefing templates and lines, spokesperson directory, recording contact with journalists and keeping the hospice cuts document up to date.
- Work closely with the Storytelling Manager to manage the sensitive and safe use of individual lived experience stories within media pitches and follow up.
- Liaise with relevant team leads on any media partnerships including public figures or otherwise, taking responsibility for management and sign off.

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

We are looking for an experienced and ambitious media professional who has experience working across high profile and complex subject areas. You will have good media contacts, be confident working with a range of journalists, from leading correspondents to trade media editors and manage relationships with senior stakeholders with ease.

Application criteria below:

Essential	Desirable
Proven track record and significant experience in a media role in the charity, public, health or care sector.	Experience planning and delivering a multimedia news story across social and digital channels, as well as traditional media outlets.
Instinct to recognise a story, how and where to place it and when to act quickly	
Ability to gain confidence of senior stakeholders, providing critical counsel and support	
Proactive and autonomous ability to seek opportunities to build media presence and relationships with key journalists	
Experience designing and delivering media strategies with measurable outcomes.	
Experience in crisis communications, responding to fast moving events, and building proactive processes to manage and mitigate reputational risk.	
A strong network of media contacts or the ability to build one quickly across the sector.	
Exceptional writing, from press releases to opinion pieces to compelling human stories.	
Ability to turn complex social, regulatory or policy issues into content	

that lands with public and political audiences.	
A behaviour approach to mirror Hospice UK's values: collaborative, compassionate, inclusive and innovative	

Terms & Conditions



Contract	Permanent
Salary	£43,680 per annum
Probation period	Three months
Notice period	Two months
Work Pattern	35 hours per week. We are passionate believers in working in a hybrid manner that suits you. You will be expected to take part in the out of hours media rota on evenings and weekends - typically one week in three but might be more frequent during periods of team absence 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
HSF 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 the Optimum 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. The leave year runs from 1 January to 31 December.
Location	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. Our office is a short walk from King's Cross station in London. We are looking for someone who is London based. There will be an expectation that you can travel to central London at short notice to maximise media and PR opportunities that arise. You will also be expected to come into the office at least one day a week - currently the External Affairs anchor day is on a Wednesday.

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.

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 and our policy, advocacy and influencing work.

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.

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.

Transformation

Transformation 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 colleagues 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.