Content and Brand Manager

Candidate Information Pack

September 2026

Content and Brand Manager

This is a new and exciting role for Hospice UK. As Content and Brand Manager you will play a key role bringing Hospice UK's strategic priorities to life, delivering high-quality content that meets our audiences' needs, drives engagement and tells a compelling story about our brand.

You will lead and drive an ambitious new content strategy for the organisation that brings coherence and dynamism to our communications, ensures clear and consistent messaging across our channels and seizes opportunities to be creative, adaptable and at the heart of sector debates. This will also include overseeing the performance and growth of our social media channels and presence.

Your work with also grow, promote and protect our brand, ensuring a strong visual identity, clear voice, and diverse and human-led content that reflects Hospice UK's values.

Reporting to	Senior Communications and Campaigns Manager
Line Manager to	Senior Social Media Officer
Salary	£43,680 per annum
Contract	Permanent
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 based in London or in commutable distance of central London. 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.* *There may be times when you will need to travel to central London at short notice to maximise content opportunities that arise.*
Closing date for CV & supporting statement	20 September at 23:59
Interview date/s	Thursday 1 October and Friday 2 October. The first round of interviews will be virtual over MS Teams. *We'll aim to notify the successful candidates by 24 or 25th of September.*
Contact for Questions	About the process: recruitment@hospiceuk.org

	About the role: m.evans@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).

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 are inclusive, collaborative, compassionate and innovative.

Inclusive:
- Value every voice
- Embrace difference
- Champion belonging

Collaborative:
- Share openly
- Build bridges
- Work brilliantly together

Compassionate:
- Be kind
- Looking out for each other
- Listen without judgement

Innovative:
- Be brave
- Be curious
- Keep learning

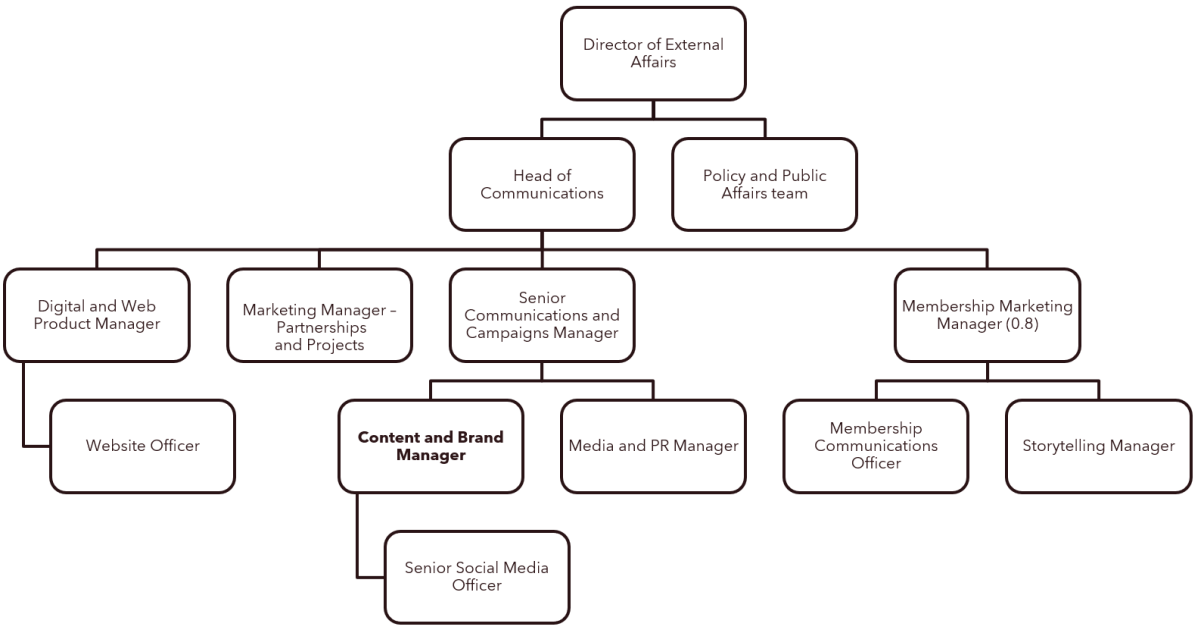
About the team



Your Team

"I've been at Hospice UK for 5 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, 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

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 ensure the content strategy and brand has strong buy-in and is well embedded across the department. You will ensure there is strong strategic coherence, opportunities are maximised and priorities are well understood.

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 ensure our content represents our work and hospice care across the 4 nations.

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 ensure that the Content Strategy, supports and reflects IG's work, as well as drives income generation outcomes.

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 across our off and online channels.

About the job



Job Description

You will work side by side with our communication, member marketing and digital colleagues, to lead the planning, delivery and evaluation of content for social, digital and online channels ensuring a clear content pipeline and narrative, as well as overseeing printed materials where needed. You will also line manage our Senior Social Media Officer, overseeing a social media strategy to grow our online presence and reach new audiences.

Key to your role will be close collaboration with the Policy and Public Affairs team, Income Generation and Grants, and Programme Directorates. This will include shaping and planning content for campaigns and projects, identifying opportunities to integrate project objectives into the content strategy and ensuring our content supports wider organisational objectives.

As Content Strategy lead you will ensure that our content is evidence based, audience led and keeps up with industry trends and developments. You will also manage the measurement, evaluation of monitoring of our work against KPIs.

As brand guardian you will also ensure there are strong, refreshed and well managed brand assets to underpin our content, including photography, videography, case studies and graphics.

Key tasks and responsibilities

Lead Hospice UK's Content Strategy

- Lead the implementation and evaluation of Hospice UK's content strategy, ensuring integrated delivery of high quality planned and proactive strategic content across Hospice UK's social, online and digital platforms.
- Oversee a strong storytelling pipeline to meet Hospice UK's strategic objectives, including showcasing stories from hospice patients, families, staff and supporters and platforming the impact of Hospice UK's Programmes and Income Generation and Grants directorates.
- Ensure content is audience-led, evidence based and optimised for search, working in partnership with the website team to develop a Hospice UK SEO strategy.
- Ensure that Hospice UK's content strategy, brand and tone of voice is consistent, engaging, diverse and reflective of the communities that we seek to serve, as well as meeting the needs of members from every nation.
- Oversee the optimisation and high performance of key content channels, such as social media, staying abreast of key trends and platform developments.

- Lead the content delivery and evaluation of key campaign moments including Hospice Care Week, and content for ad-hoc campaigns such as 'Write to your MP' actions.
- Review and monitor AI developments within the industry, ensuring our content strategy reflects how to respond to AI and its impacts on our digital output.

Brand Guardianship and Management

- Manage Hospice UK's visual identity in accordance with the Hospice UK brand guidelines, ensuring consistent use and application across all platforms and formats.
- Oversee the management of Hospice UK's core assets including photography, video and case studies, as well as stock library usage. Ensure assets are commissioned, stored, reviewed and used in accordance with legal and statutory frameworks such as UK GDPR and Data Protection Act 2018 and Copyright, Designs and Patents Act 1988.
- Oversee the development of a range of Hospice UK branded templates for social media, website, email, events, publication and other formats.
- Design content, graphics and corporate materials for platforms where needed using Canva, Adobe Creative Cloud and other tools.
- Support Hospice UK staff and work in partnership with external agencies and suppliers to ensure adherence and application of brand guidelines including correct use of brand compliant templates.

Messaging and tone of voice

- Lead the development of Hospice UK's tone of voice and style guide documents, ensuring these are compliant with our EDI commitments, and are reflected and embedded across the organisation's content strategy.
- Work with the Senior Communications and Campaigns Manager to ensure key messages are reflected across key campaign and media resources.
- Work with Supporter Engagement colleagues to ensure email marketing and email to target (ETT) campaigns support and promote our key messages.

Team management

- Develop and grow a high-performing team, promoting the team's skills, expertise and achievements.
- Manage the Senior Social Media Officer ensuring clear role and responsibilities, monitoring performance against objectives and ensuring learning and development opportunities.

- Ensure the smooth operation and delivery of social media and online content during periods of team absence.
- Ensure team attendance at in person team days and events including EA Directorate anchor days, Connection Days and away days.
- Be an organisational best practice lead for content strategy and brand providing advice, consultancy and training as required to colleagues across the organisation.

Person specification

We are looking for someone who is passionate about the power of content to drive meaningful action and help Hospice UK meet its strategic objectives. You should understand the importance of strategy underpinning good content, how to plan, coordinate and adapt content, and the creative mindset to come up with new ideas, formats and techniques.

Application criteria below:

Essential	**Desirable**
Experience developing, driving and maintaining an ambitious content strategy that delivers strategic objectives	Understanding of Ai's role in content creation, publication and wider user engagement
Experience overseeing content pipelines- managing workflows and ensuring clear strategic coherence across channels	Knowledge of the AMEC framework and best practice guidelines underpinning content monitoring and evaluation
Brand management experience including managing visual identity and assets (e.g. photography, and video), ensuring consistent look and feel, style and tone of voice	Experience managing leading SEO and paid strategies with demonstrable results
Extensive experience commissioning, developing and curating multimedia content for use across a range of platforms and channels	Experience using analytic and evaluation tools such as Ahrefs, Google Analytics, Google Search Console
Experience overseeing audience-led digital channels such as social media, emails, microsites and video platform	

Experience and knowledge of using content creation software such as Adobe Creative Suite (Illustrator, Photoshop and Premiere), Canva or similar tools.	
Experience working in partnership with agencies, freelancers and suppliers	
Experienced line manager with ability to build a high performing team, positive culture and dynamic environment	
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 (5 days) 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
Cash Health Scheme	A cash plan scheme, which provides payments towards everyday healthcare treatments for example dental, optical etc. up to a policy limit. An EAP is also provided within this 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 based in London or in commutable distance of central London. 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. There may be times when you will need to travel to central London at short notice to maximise content opportunities that arise.

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 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.

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 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 webinars, 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
- Philanthropy
- 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 and Transformation

Operations and Transformation teams 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:

- **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.

The **Transformation team** works together to make Hospice UK a super place to work by providing a great colleague experience and continually improving our processes.

- **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). They work with managers to recruit new colleagues and provide a comprehensive learning and development offer to help every colleague perform at their best. They help us to focus on the wellbeing of everyone at Hospice UK.
- **ICT and Data** provides the technology and data that helps us all to work efficiently and effectively from anywhere. They collaborate with all teams to improve our processes so that we can deliver excellent services to the hospice sector, members of the public and others.