Membership Communications Officer

Candidate Information Pack

November 2026

Membership Communications Officer

Our Membership Communications Officer is a key role at Hospice UK designed to ensure a strong, two-way link between our member hospices and us, their membership body.

With hospices under significant pressure, and many being forced to close services and change the way they work, it has never been more important that we as Hospice UK are providing them with timely, incisive and accessible information, advice and support. That's what this role is all about.

Working with colleagues across the whole organisation, but particularly within External Affairs and with Programmes, you'll help to make sure that our work is informed by insight and intelligence we receive from our members, and that in turn they feel up to date and supported by what we are doing at Hospice UK.

Internally, you'll be a key link between different departments and functions; helping to join up what we are saying externally with what we are saying to our members, and spotting opportunities to maximise content across all of our audiences.

Reporting to	Membership Marketing Manager
Line Manager to	N/A
Salary	£34,840 per annum
Contract	Full time, 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. 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 be expected to come into the office at least one day a week - currently the External Affairs anchor day is on a Wednesday. Several times a year you will attend both Hospice UK (staffing the Hospice UK stand) and external conferences and events in other parts of the UK to promote our member offer, programmes and their learnings.

Closing date for CV & supporting statement	23:59 on Sunday 22 November 2026
Interview date/s	In person interviews at our office: Monday 30 November and Tuesday 1 December 2026
Contact for Questions	About the process: recruitment@hospiceuk.org About the role: s.mclean@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, 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

Your Team

You will work within the Communications and Campaigns 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.

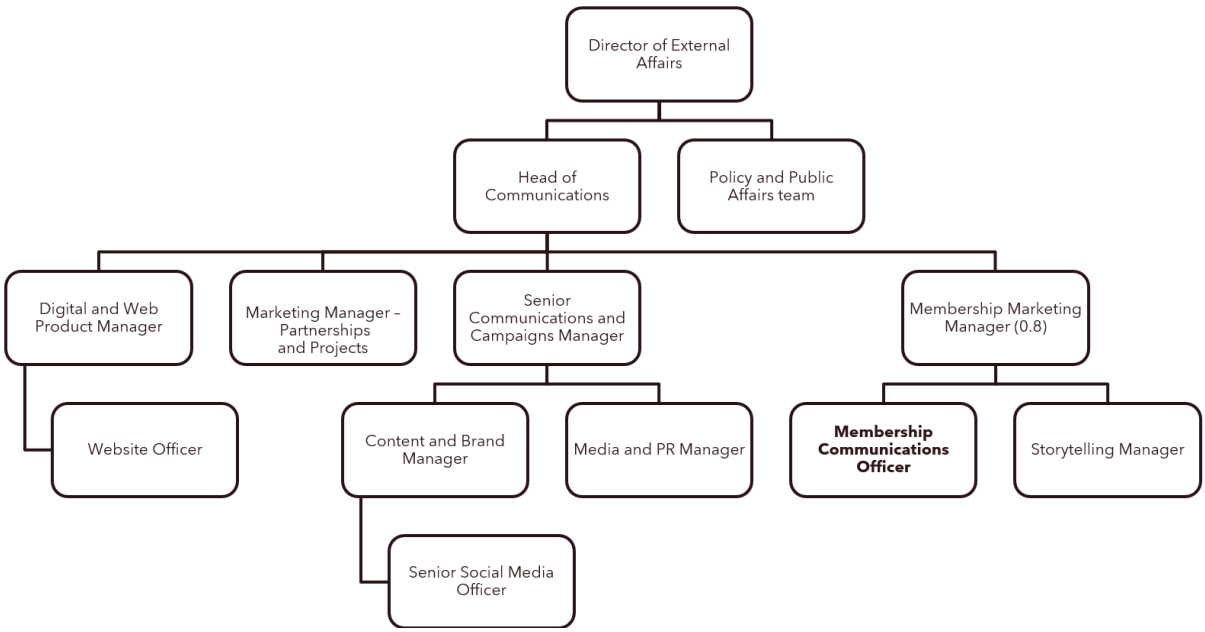
The Communications team includes colleagues working across content, social and digital, as well as partnership marketing and member communications.

You will work closely with a smaller team of 3 colleagues, our Storytelling Manager and your line manager – our Membership Marketing Manager. Together you will make sure that you cultivate strong relationships with our members, support and represent their work and curate effective member communications.

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



Your manager

Your line manager will be Sarah McLean. Sarah is Hospice UK's Membership Marketing Manager.

Sarah has been at Hospice UK for 3 years. Her background is in PR and communications and she worked in art, design and higher education before joining Hospice UK in 2023.

At Hospice UK, Sarah works promote the things that we do for our members including our one-day conferences, our annual National Conference and our National Legacy Campaign.

Sarah is based in London. Outside of work she still enjoys the arts, and looking after her two young daughters.

You can find out more about Sarah on LinkedIn.

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, content, media and partnership marketing
You will work side by side with wider communications colleagues to support the organisation to communicate in a clear and timely way with this audience, ensuring hospices and their staff are up to date with key policy and political developments, regulatory changes, and fundraising and grant opportunities.

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.

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 coordinate the sharing recourses with members across our off and online channels.

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. You will ensure that we communicate the benefits and opportunities that our IG&G team creates to support our members.

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

About the job



Job Description

Day to day, this role involves working closely with colleagues across Hospice UK to understand, drive and co-ordinate how we communicate about our projects and priorities to the tens of thousands of professionals and volunteers working in hospices across the UK.

Working with other communications and membership engagement colleagues, you'll support the organisation to communicate in a clear and timely way with this audience, ensuring hospices and their staff are up to date with key policy and political developments, regulatory changes, and fundraising and grant opportunities.

You'll have editorial ownership of our weekly Hospice Leaders Briefing email newsletter, and will play a key role in developing and managing our Innovation Hub, the professionals' section of our website. You'll have the chance to further strengthen these important, high performing digital products, innovating and refining to ensure a strong user experience across our membership.

You'll help to co-ordinate and support editorially with membership communications that come from our CEO and Chair and lead the production of our annual member benefit statements.

You'll need a strong eye for copywriting, a good understanding of digital marketing, and a really strong instinct for how to make communications relevant and engaging for a diverse, busy and disparate membership audience.

Key Tasks and Responsibilities

Member digital marketing and engagement

- Ensure our weekly Hospice Leadership Briefing email delivers incisive, succinct and timely updates to our members about key developments, trends and opportunities affecting their work.
- Working with colleagues in External Affairs and Programmes, co-ordinate and develop content of our Innovation Hub, ensuring it is up to date, refreshed, dynamic, user-friendly and reflective of both Hospice UK's and the wider sector's priorities and concerns.
- Meet regularly with the Programmes Engagement Manager and colleagues across Communications to ensure our content and messaging is aligned across our member channels (e.g. Hospice Leadership Briefing, website) through strong internal processes (e.g. Organisational Planner, content planning)

- Oversee the publication of a regular stream of thought leadership and innovation content, supporting hospices to get actionable insights and advice to strengthen their work.
- Promote and support member engagement in Hospice UK's campaigns, advocacy and influencing work across the UK.
- Support the production of CEO and Chair member communications on a regular basis.
- Drive continual improvements in the performance of these products, monitoring and testing new approaches.

Member relations and resources

- Support the Deputy CEO and Finance team with annual membership renewal and fee collection, and data and Programmes colleagues with the promotion of our annual data collections.
- Lead the production of annual member benefits statements, providing members with an engaging and inspiring snapshot of our membership offer and successes.
- Work with colleagues across EA to identify opportunities to integrate member benefit and impact messaging into the wider content strategy.
- Work with the Deputy CEO to support the membership application process and onboard new members.

Wider member engagement and communications support

- Support the maintenance and community management of our online member networks.
- Support wider communications team as required on key projects and tasks, including for example ad hoc support on social media, website content and design work.
- Co-ordinate Hospice UK attendance at hospice regional meetings and other ad-hoc meetings and visits as required.
- Attend both Hospice UK (staffing the Hospice UK stand) and external conferences and events, to promote our member offer, programmes and their learnings.

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

Essential	Desirable
Excellent copywriting and editorial skills, able to tailor messages to suit audiences and channels	Understanding of graphic design tools including Canva
Creative eye for translating complex, nuanced messages into incisive and snappy communications	Experience of using data and analytics tools for digital platforms
Expert organisational skills and experience of managing communications for large audiences	Experience of working in a membership organisation
Experience of working with different stakeholders to develop content	
Strong content development skills spanning different digital channels	
Ability to travel to membership engagement events as necessary	
Understanding of email marketing and CMS platforms	
A behaviour approach to mirror Hospice UK's values: collaborative, compassionate, inclusive and innovative	

Terms & Conditions



Contract	Permanent
Salary	£34,840 per annum
Probation period	3 months
Notice period	1 month
Work Pattern	35 hours (5 days) per week. We are passionate believers in working in a hybrid manner that suits you.
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. The plan includes an EAP. 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. The leave year runs from 1 January to 31 December.
Location	The post holder will be contractually based at Hospice House, 34-44 Britannia Street, London, WC1X 9JG. 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 be expected to come into the office at least one day a week - currently the External Affairs anchor day is on a Wednesday. Several times a year you will attend both Hospice UK (staffing the Hospice UK stand) and external conferences and events in other parts of the UK to promote our member offer, programmes and their learnings.

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, 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 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.