Programmes Engagement Manager

Candidate Information Pack

November 2026

Programmes Engagement Manager

This is a new role at Hospice UK, created as our number of funded programmes continues to grow. You will join our Programmes team and work closely with colleagues across Programmes and External Affairs to make sure our work, learning and impact reaches the people who can benefit from it. You will help engage hospices in our programmes and find clear, compelling ways to share what we are learning across our membership and beyond.

You will play an important role in connecting our programmes with the wider hospice and health and social care sectors. From developing communications and engagement plans to sharing practical examples, case studies and learning, you will help ensure valuable knowledge is seen, understood and put to use. By strengthening how we communicate and engage with hospices, your work will ultimately support better hospice care for patients and their families across the UK.

Reporting to	Head of Programme Development
Salary	£36,000 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. This role requires you to work in our London office at least one day each week, alongside the team (currently on Thursdays).
Closing date for CV & supporting statement	23:59 on Sunday 22 November 2026
Interview date/s	Tuesday 1 December and Wednesday 2 December Interviews will take place over MS Teams.
Contact for Questions	About the process: recruitment@hospiceuk.org About the role: p.fraser@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

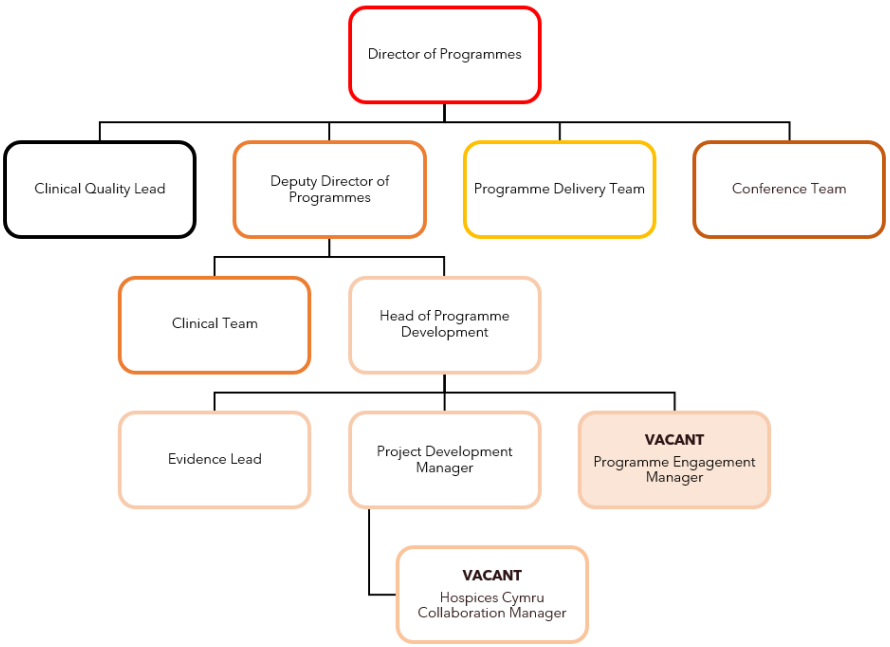


Your Team

You would join our 22-strong Programmes Directorate, made up of experienced clinicians, technical experts, sector-leading project and event managers, and specialists in evidence and research. By working together and alongside external experts and hospice members, we design and deliver evidence-based programmes, projects and events, which help hospices provide the very best care in their communities.

"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 Catherine Hodge, Hospice UK's Head of Programme Development.

Catherine joined Hospice UK in 2023. She ensures that our programmatic work is evidence-based and oversees our evaluation and impact analysis. Catherine lives in South London and enjoys reading, running and spending time with animals.

You can read more about Catherine 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 team

You'll work closely with our Membership Communications Officer and Membership Marketing Manager to maximise our channels for promoting our programmes.

You'll also work with our Storytelling Manager and Evidence Lead to capture and share case studies we want to share with our sector and beyond.

> 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

You'll be part of project teams for our key programmes, currently focused on the hospice workforce and governance, transition from children's to adult hospice care, neurological conditions, frailty and improving hospice care for those who are socio-economically disadvantaged.

You'll develop communication plans for these programmes and work with Programmes and External Affairs colleagues to implement these across our channels, and beyond. You'll also help promote our wider Networks, Communities of Practice, Grants, Big Conversations and Surveys.

You'll ensure we're using the right platforms and tools to interact with and engage our members. Alongside our Evidence Lead and Communications colleagues, you'll help us write up, collect and then share strong examples and case studies of hospices' work across the sector.

Key tasks and responsibilities

- Work across the Programmes Directorate to engage hospices in our Grants, Networks, Communities of Practice, Big Conversations, Surveys and wider programmes.

- Develop and implement communication and engagement plans for our core programmes and grants, integrating plans into the wider External Affairs Strategy.

- Join project team meetings for key programmes, and meet regularly with colleagues across Communications to ensure programme content and messaging is aligned across our external channels (e.g. Hospice Leaders Briefing, website) through strong internal processes (e.g. Organisational Planner, content planning).

- Lead on sharing our programme learnings, best practice and impact across our membership channels, including our website, working with Hospice UK's Storytelling Manager and wider Communications colleagues.

- Work with External Affairs to promote and share learnings and recommendations from our programmes beyond the hospice sector e.g. wider health and social care.

- Work with our Evidence Lead to manage examples and case studies of hospices' work, and work with External Affairs colleagues on how these are used externally by our organisation.

- Support our Evidence Lead to write and review key publications.
- Support the Programme Delivery team to identify and maximise the platforms our members use to engage with us, taking a user-centric approach.
- Attend both Hospice UK (staffing the Hospice UK stand) and external conferences and events, to promote our programmes and their learnings.
- Support the Senior Programme Manager/Head of Programme Delivery to deliver both internal (Programme Board) and external (funder) reporting on our projects.
- Build and maintain an excellent knowledge of hospices and strong relationships with members.

Person specification

We're looking for a confident and engaging communicator who can turn complex information into clear, accessible content for different audiences and channels. You'll understand how thoughtful communications and engagement can build strong relationships, encourage participation and help share learning and impact.

You'll be organised and proactive, with the ability to develop and deliver engagement plans, build productive relationships and work collaboratively across different teams. You'll be comfortable introducing new ways of working, using your initiative to solve problems and adapting your approach when priorities or circumstances change.

You'll bring excellent people skills, sound judgement and the ability to communicate with tact and diplomacy. You don't need to have worked in the hospice sector before. We're interested in the skills and potential you can bring, alongside a willingness to learn and build your understanding of our members and their work.

Most importantly, you'll share our commitment to being inclusive, collaborative, compassionate and innovative, and bring those values to the way you work with colleagues, members and partners.

Application criteria below:

Essential	Desirable
Excellent copywriting and editorial skills. Ability to tailor messages to suit different professional audiences and channels	Experience of working in a membership organisation
Ability to develop, implement, evaluate and improve membership engagement and communication plans	Experience of working in the hospice, palliative and end of life care sector, or health sector
Strong understanding of key digital channels and how to adapt content accordingly	Confidence using Microsoft 365
Demonstrable people skills, with the ability to build productive working relationships, internally and externally	
Experience documenting, implementing and securing buy-in for new processes	
Ability to plan ahead, whilst also being flexible and reacting swiftly to changing needs, deadlines and situations	
A proactive self-starter and to use initiative to resolve problems and find solutions	
Able to interact with influence, tact, diplomacy and confidentiality, and deal with sensitive issues	
Excellent IT literacy	
Comfortable travelling to meet members and attend events	
A behaviour approach to mirror Hospice UK values: inclusive, collaborative, compassionate and innovative	

Terms & Conditions



Contract	Permanent
Salary	£36,000 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. This role requires you to work in our London office at least one day each week, alongside the team (currently on Thursdays). *You can choose where to work for the rest of the time, either in the office or remotely (home or another appropriate location).*

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.