



# Jersey Hospice Care

*your care, your choice, your time*

## JOB DESCRIPTION

<b>Job Title:</b>	Head of Marketing & Communications
<b>Reports to:</b>	Director of Income Generation and Marketing
<b>Department:</b>	Income Generation and Marketing
<b>Hours:</b>	Minimum of 30 hours per week. (Total weekly working hours to be agreed with post holder)
<b>Contract Type:</b>	Permanent

### General

Jersey Hospice Care (JHC) is an independent charity which provides palliative care services within the Hospice, community, and the hospital. All services are delivered by a passionate, committed team with skills and expertise in palliative and end of life care. These services are provided at no cost to the patient or their family.

### Job Summary

- To lead and coordinate the marketing and communications team and activities to fully support JHC's strategic aims.
- To manage and develop the Hospice brand and extend brand awareness to maximise our reach in a proactive and inspiring way.
- To research, plan and implement innovative ways of working that are future looking and will prepare Hospice for the changing ways the public and healthcare interact with JHC.
- To oversee and build constructive relationships with all relevant media.
- To oversee individual giving activities including appeals and legacy promotion.
- To manage JHC's marketing budgets to achieve maximum impact.

### Job Context

JHC is currently working in collaboration with Jersey Government and other Island partners to develop an island-wide end of life strategy and alongside this a long-term strategy for Hospice, with the aim of ensuring all islanders have access to the best possible palliative care.

Hospice is generally very well-regarded on island but we know that not all islanders understand as much about Hospice services and funding as we would wish. This role will therefore be pivotal in ensuring that we are proactively engaging with the local community, key internal and external stakeholders and health professionals, as well as building our profile as the island leaders in palliative care.

Marketing and communications support all areas within Hospice, from income generation to clinical services, from education to recruitment, and the postholder will need to balance strategic input with a hands-on approach, leading a small team of employees and volunteers, working closely with colleagues across the charity, and being bold in taking our work to a new level by embracing innovative marketing and communications techniques.

### **Nature and Scope of Role**

The accountabilities of the role will include but are not limited to:-

- Strategic leadership
- Brand management
- Media relations, communications and PR
- Individual giving
- People management
- Financial/general

In addition, the post holder is required to operate in adherence to our Culture, Pathway, Vision, Mission, Values and Behaviours.

#### **1. Strategic leadership**

- Devise and implement a Marketing & Communications strategy that supports the overall Hospice strategy and ambitions.
- Champion digital transformation across the organisation.
- Using campaign and data analysis, make strategic recommendations for future marketing and communications activities.

#### **2. Brand management**

- Own the Hospice brand as “Brand Guardian”, ensuring compliance and consistency across the charity.
- Oversee the writing and production of key Hospice publications and materials, ensuring that these conform to brand guidelines and are tailored to key audiences.
- Support the Digital Communications Officer in managing the Hospice website and all Hospice social media to ensure consistency and that Hospice maximises every opportunity for positive coverage and growth of brand and service awareness.
- Gather and create new multimedia content ensuring that JHC maintains an up-to-date photo and video library which promotes the work of the Hospice in a positive and creative manner.

#### **3. Media relations, communications and PR**

- Develop strong relationships with key local media, with the aim of increasing JHC’s profile as the experts in palliative care.
- Oversee a creative media schedule, targeting all relevant media and ensuring regular coverage across print, radio and tv as appropriate.
- Oversee the marketing and communications elements of UK/national campaigns such as Hospice Care Week and Dying Matters Week.
- Crisis manage any potentially damaging media stories.
- Lead and deliver an inspiring and engaging multi-channel approach, developing an annual communications plan that ensures effective messaging across all relevant platforms, maximising opportunities to increase Hospice profile.

- Work closely with the Director of Income Generation and Marketing to ensure the marketing and communications programme fully support the targets set by the organisation for income generation (across fundraising and retail).
- Work with clinical and other colleagues to ensure that we have a robust media consent policy and procedure and are able to capture and utilise patient and family, employees, volunteer and supporter experiences.
- Identify and implement digital marketing opportunities (such as social media paid advertising), utilising external digital media agencies as appropriate.
- Co-ordinate the team in handling media enquiries or responding to social media outside of normal office hours as necessary.

#### 4. Individual giving

- Oversee, manage and secure regular, sustainable income from individual giving appeals and activities.
- Plan, oversee and implement regular campaigns and activities to generate future legacy giving.

#### 5. People management

- Lead, manage, motivate and develop the Marketing and Communications team (of employees and volunteers), through conducting regular 121s and performance reviews, setting of individual and team Objectives, and monitoring performance against targets.
- Lead by example, encouraging and ensuring strong communication and collaboration between all teams across JHC.
- Manage day-to-day people issues in a timely manner, encouraging effective teamwork in line with JHC values and behaviours, whilst also addressing performance issues as they arise.
- Build effective working relationships with all Hospice colleagues, keeping abreast of all new service developments and harnessing all potential opportunities to share clinical stories and news to better promote Hospice.
- Ensure that all patients, supporters and families who come into contact with the Communications team are correctly identified and managed in a way which makes them feel valued and supported in the story-gathering process.

#### 6. Financial/general

- In conjunction with the Director of Income Generation & Marketing and Director of Finance, propose and manage the marketing & communications budget, monitoring actual results and taking appropriate action.
- Ensure compliance with all relevant GDPR/data protection and marketing-related legislation and regulation.
- Establish effective recording systems for information, monitoring and evaluating of all media and marketing activities.
- Produce reports and statistics as required, including a Quarterly Communications report for the Board of Trustees, presenting in person to Council members as required.

## GENERAL DUTIES

In addition to the key job responsibilities detailed in this job description all employees at Jersey Hospice Care are expected to comply with the general duties detailed below:

**Infection Prevention and Control** - Maintain a clean, safe environment, ensuring adherence to Jersey Hospice Care's standards of cleanliness, hygiene and infection prevention and control.

**Safeguarding**- Jersey Hospice Care is committed to safeguarding and promoting the welfare of Adults, children and young persons. All staff are therefore expected to behave in such a way that supports this commitment.

Foundation Level Safeguarding Training will be provided to all non-clinical employees and all clinical employees will be required to attend Safeguarding training in line with the Intercollegiate Document recommendations (RCN, 2018).

**Information Governance** - Jersey Hospice Care has undertaken to ensure that it meets its obligations to comply with the Data Protection (Jersey) Law 2018 and other guidance and standards of confidentiality and information security.

All employees have an individual responsibility for creating accurate records of their work and for making entries into and managing all records effectively in line with policies and procedures and to ensure Jersey Hospice Care meets its legal, regulatory and accountability requirements.

**Governance** - Actively participate in governance activities to ensure that the highest standards of care and business conduct are achieved.

**Health & Safety** - Ensure a safe working environment and be aware of responsibilities under the Health and Safety at Work (Jersey) Law 1989, taking appropriate action in the event of an accident to patients, employees, self or any other person in the work area.

To co-operate fully in discharging the policies and procedures with regard to health and safety matters.

Whilst the aim of Jersey Hospice Care is to promote a co-operative and constructive view of health and safety concerns in the organisation, all employees must be aware that a wilful or irresponsible disregard for safety matters may give rise to disciplinary proceedings.

**Volunteers** – All employees have an individual responsibility to recruit, train and support volunteers as appropriate, to achieve Jersey Hospice Care objectives, making best use of volunteers and to minimise costs. In addition to the key job responsibilities detailed in this job description all employees at Jersey Hospice Care are expected to comply with the general duties detailed below:

## OTHER INFORMATION

**Data Protection** - Applications made in respect of this position will remain confidential, those that are unsuccessful will be kept for a period of 12 months from date of receipt at which point they will be destroyed. The application of the successful candidate will be kept on their personnel file

for 3 years post termination of employment. For further explanation see Appendix A 'fair processing statement'.

**Equal opportunities statement** - Jersey Hospice Care is committed to eliminating discrimination and encouraging diversity amongst our workforce. We demonstrate commitment to equality and fairness for all in our employment and do not discriminate on the grounds of gender, marital status, race, ethnic origin, colour, nationality, national origin, disability, sexual orientation, religion or age. We oppose all forms of unlawful and unfair discrimination.

**Jersey Hospice Care operates a strict no smoking policy.**

**NB:** Although this is a comprehensive job description, you may be required to undertake other duties assigned by Jersey Hospice Care in response to organisational or service demands.

<b>PERSON SPECIFICATION</b>		
<b>Head of Marketing and Communications</b>		
	<b>Essential Criteria for selection</b>	<b>Desirable Criteria for selection</b>
<b>Qualifications</b>		<ul style="list-style-type: none"> <li>Chartered Institute of Marketing (CIM) or Chartered Institute of Public Relations (CIPR) qualified</li> <li>Diploma or other recognised digital marketing qualification</li> </ul>
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>At least 3 years' experience in a senior marketing/ communications role</li> <li>Significant people management experience</li> <li>Experience of creating and executing innovative and engaging marketing and promotional campaigns across a range of channels</li> <li>Significant experience of implementing digital communications plans (including website content management) and managing social media channels</li> <li>Experience of working with agencies for design, print and fulfilment of marketing campaigns</li> <li>Significant experience of implementing press and media schedules ensuring quality content and regular coverage</li> <li>Experience of marketing campaigns and projects, writing engaging copy for different audiences and channels</li> </ul>	<ul style="list-style-type: none"> <li>Experience in a variety of communications and marketing environments</li> <li>Experience of working for a charity</li> <li>Knowledge of the hospice and/or healthcare sectors</li> <li>Experience of managing volunteers</li> </ul>
<b>Skills and Abilities</b>	<ul style="list-style-type: none"> <li>Excellent writing and proof-reading skills</li> </ul>	

	<ul style="list-style-type: none"> <li>• Ability to understand and deliver messages in simple, powerful language for different audiences</li> <li>• Excellent project management skills</li> <li>• Ability to plan, organise and prioritise work to meet multiple deadlines</li> <li>• Excellent interpersonal skills and ability to work with service users and colleagues at all levels</li> <li>• Ability to work under pressure, to meet deadlines whilst maintaining accuracy and to manage a demanding workload with frequently changing priorities</li> <li>• Ability to analyse data to draw out marketing and supporter engagement insights for marketing campaigns and communications planning</li> <li>• Excellent attention to detail</li> <li>• Strong numerical and IT skills</li> <li>• Ability to work as part of a team and on own initiative</li> </ul>	
<b>Personal Qualities and Attributes</b>	<ul style="list-style-type: none"> <li>• Commitment to the values, aims and charitable objectives of Jersey Hospice Care</li> <li>• Committed to own continuing professional learning and development</li> <li>• Enthusiastic, proactive and dynamic</li> <li>• Self-reliant with the ability to inspire people to excel and build strong working relationships</li> </ul>	
<b>Other requirements</b>	<ul style="list-style-type: none"> <li>• Experience of working flexibly, including responding to media issues out of normal office hours when necessary</li> </ul>	

## JERSEY HOSPICE CARE BACKGROUND

**Specialist Palliative Care Team** – The Specialist Palliative Care Team works collaboratively with all healthcare professionals island wide to ensure patients and their families receive expert advice and support in relation to palliative and end of life care in all community settings whether this is at home, in nursing and residential care homes or in hospital. The team will adopt a multidisciplinary approach to ensure that it provides complex symptom management and holistic care in order to provide patients with the optimum quality of life possible.

**King Centre** - The King Centre provides wellbeing services based on a rehabilitative approach that support patients affected by life limiting illnesses to enable them to live life as fully as possible, alongside their illness. The King Centre Team offers a comprehensive range of day services, including day hospice, physiotherapy, and complementary therapies. These services are provided by skilled practitioners through individual and group activities and are based upon the personal priorities, goals

and needs of each patient.

**In Patient Unit** – The In-Patient Unit comprises of twelve single en-suite bedrooms and provides specialist 24-hour, individualised care with the aim of maintaining independence and dignity in a caring and supportive environment. Care is delivered by experienced, specialist Registered Nurses and Health Care Assistants, working with other members of the multi-disciplinary team, to ensure a holistic approach to the care of patients and their families.

**Children & Young People Services** - The Children & Young People Services are designed to support children and families with the challenges that having a life-threatening condition can bring. The CYP multidisciplinary team ensures each child and young person will have bespoke care, tailored to their individual medical, emotional, cultural, religious, and spiritual needs. However long or short a child's life may be, Jersey Hospice Care's is there to support every member of the family, every step of the way.

**Bereavement & Emotional Support Service** – The Bereavement & Emotional Support Service offers free, confidential counselling and support to anyone in the community who has suffered a loss, regardless of the nature of the bereavement. Both life limiting illness and grief following a loss can have a huge emotional impact. Our service is made up of a small team of qualified and experienced counsellors and trained volunteer bereavement support workers.

**Education, Learning and Development Team** - The Education, Learning and Development Team co-ordinate a broad range of academic and competency-based education programmes to support our employees irrespective of which department they work in to ensure competence and confidence in their roles. We also deliver external education across Jersey's health and social care community which focus on the principles and practice of palliative and end of life care. The overall aim is to achieve Island wide excellence in standards from a single point of education delivery.

**Retail** - There are two Jersey Hospice Care shops; a town shop in St Helier and a country shop in St Ouen, both operated by Jersey Hospice Care Retail Limited a wholly owned subsidiary trading company of Jersey Hospice Care. The shops are important sources of income, as well as providing a vital contact with the Island community.

**Income Generation team** - Are responsible for generating efficient, effective sustainable income for now and for the future. Notable key fundraising events are Million Pound Lottery, Dragon Boat Festival, 5000 Club and Christmas Tree collections.

**Volunteers** - Jersey Hospice Care depends on the generous support of a large body of volunteers who assist in a wide range of roles across all areas of the charity. These include helping in the shops, Day Hospice, In Patient Unit, Community Bereavement Service, fundraising and garden.

**Support Services** - The Support Services' employees are responsible for: People activities and support; administration tasks and projects; accounts management; reception; housekeeping; and our catering services. They provide support to Council, the Executive Team and Senior Management, and are the first point of call for those ringing or calling at Jersey Hospice Care. They are vital to the smooth running of the charity.

## Privacy Notice – Employees of Jersey Hospice Care



### Who we are?

We are Jersey Hospice Care (Jersey Charity Number 30), a charity that provides specialist palliative care for everyone who requires it, irrespective of cause.

We are also a Data Controller, as specified in the Data Protection (Jersey) Law 2018, in relation to any personal data you provide to us. We take the privacy and security of your personal data very seriously. This privacy policy sets out how we do that.

### Why we collect your personal data?

We collect personal data for various reasons. These reasons will differ based on the types of personal data we collect and also how we use it.

Reasons will include:

- We collect and hold contact information, such as your name, address and telephone number so that relevant correspondence can be sent to you or so you can be contacted in case of an emergency.
- We will ask for details, including name and telephone number, of people you would like to be contacted in case of an emergency.
- We collect and hold bank account details such as your bank account number and sort code so that your salary can be paid to you.
- We will collect information on tax contributions you have paid whilst employed by us so that the relevant tax authorities can be informed.
- We will collect information on Social Security contributions you have paid whilst employed by us so that the relevant authorities can be informed.
- We will hold information on file relating to your performance and attendance.
- We will hold copies of sick notes that you provide to us.
- We will hold copies of any references that were provided as part of your recruitment.
- Closed Circuit Television (CCTV) is in operation within certain areas of Jersey Hospice Care premises and your image may therefore be captured. This is for your security and the security of other visitors or service users.

### When do we collect your personal data?

- During the recruitment process such as when you complete a job application.
- At times throughout your employment such as when you change your address, the bank account you would like your salary paid into or if other relevant personal data changes and you inform us.
- When you fill in any forms. For example, if you are involved in an accident on our premises and we need to fill in an accident form on your behalf.
- You may also wish to take advantage of the private medical insurance or pension which Jersey Hospice Care offers as part of its employment package. This will involve the provision of personal data some of which, in the case of medical insurance, will be sensitive information as it relates to health.



### **What personal data do we collect?**

Personal data is any information that might allow you to be identified, such as your name, address, date of birth, credit card details, I.P. address, photo or video image or voice recording. Some information you provide may also be classified as sensitive such as personal data relating to your health and wellbeing.

Types of personal data we collect will include:

- Name.
- Address and other identifying information.
- Telephone numbers and email addresses.
- Bank account details such as bank account number and sort code.
- Tax contributions.
- Social Security contributions.
- Your image, such as those captured by Closed Circuit TV (CCTV) or if you consent to us using your image in promotional material.
- Medical information contained within any sick notes you have provided to us.
- Notes from appraisals and performance reviews.

### **What do we use your personal data for?**

As with why we collect personal data and what personal data we collect, there are many uses of personal data that we collect. These include:

- To comply with any legal obligation to which Jersey Hospice Care is subject to such as the passing of personal data to relevant Tax authorities.
- To ensure that we are meeting any contractual obligations Jersey Hospice Care has, such as the collection and processing of bank account details so that we can pay employees.
- To contact next of kin in case of an emergency.
- To develop our employees through training and education.
- To manage employee's performance through formal appraisals.

### **How do we protect your personal data?**

We take the matter of data security very seriously. We will treat your personal data with the utmost care and will take all steps to protect it. These include:

- Training and education of employees on aspects of Data Protection
- Access to systems which contain personal data is limited to only allowing employees that need access.
- A wide range of technical security measures including firewalls to safeguard from cyberattack.

### **How long do we keep your personal data for?**

We will only keep personal data for as long as is necessary for the purpose for which it was collected. This is known as the retention period. The retention schedule containing all retention periods is available on SharePoint.

At the end of the retention period your personal data will be deleted.

### **Who has access to your personal data?**

Any Jersey Hospice Care employees member or representatives, permanent or temporary, who come into contact with your information, must be aware of and adhere to the requirements of the Data Protection (Jersey) Law 2018. We will not sell or rent your personal data to third parties. Access to personal data is restricted to only members of employees who need access to that information.

### **Lawful basis for collecting personal data**

In the circumstances where Jersey Hospice Care is required to use personal data, we will only do this if;

- We have gained consent from you to use your information for a specific purpose or purposes such as direct marketing of our products and services or fundraising events.
- To comply with a legal obligation to which Jersey Hospice Care is subject to.
- It is necessary to the performance of a contract you have entered into with us.
- It is necessary for the legitimate interests of Jersey Hospice Care to process your personal data, but our legitimate interests do not outweigh your rights.

### **Sharing your personal data**

The sharing of personal data is strictly controlled by law. There are circumstances where the sharing of information is valid.

Jersey Hospice Care protects itself financially through the application of certain types of insurance such as income protection insurance. In order to do this some personal data, such as name and salary, is shared with our insurers. This is in order to provide the relevant level of protection and also for the relevant pay out to be made in the event of an insurance claim. Not all insurance policies taken out by Jersey Hospice Care will involve the passing of personal data to a third party.

Personal data can also be shared to a third party if:

- Where we have been instructed to do so by law
- Where we believe the reasons for sharing are so important, they override our obligation of confidentiality. Such as to support the investigation and prosecution of offenders or to prevent serious crime.
- Where we are legally required to do so.

### **What are your rights in relation to your personal data?**

Under the Data Protection (Jersey) Law 2018 you have certain legal rights in relation to how your personal data is processed. These are:

- **Right of Access** (We have to tell you if we have your personal data, what it is used for and let you have access if you request it, which is known as a Subject Access Request).
- **Right to Rectify** (We have to correct your personal data if you request us to).
- **Right of Erasure** (If we do not have a lawful basis for holding your information, for instance we are relying on your consent and you withdraw that consent, then we have to delete your personal data).
- **Right to Restriction** (If you want us to stop processing your personal data but do not want it deleting).
- **Right of Portability** (If you request us to give you your personal data in a common, machine readable format).
- **Right to Object** (You can object to your personal data being used for direct marketing, including profiling for direct marketing or being processed for scientific / historical research or statistics).

Under the new Data Protection law, you have the Right of Access to the personal data that we have collected and processed about you. This right includes both the right to know if we have collected personal data on you and also the right to see what personal data we have collected.

In most cases, it is likely that we would be able to deal with any requests to see personal data we hold on you in an informal way. For example, if you want to see a single, specific document, this would be fulfilled at the time the request is made.

If a request is made to see lots of different documents or, for example, the information also contains the personal data of another individual, this is likely to be more complex and therefore requires a more formal request. This is known as a **Subject Access Request**.

If you wish to make a **Subject Access Request**, this should be done in writing, either by post or email and can be sent to either of the following addresses: **Governance Team, Jersey Hospice Care, Mont Cochon, St Helier, Jersey JE2 3JB** or email:

[dataprotectionofficer@jerseyhospicecare.com](mailto:dataprotectionofficer@jerseyhospicecare.com)

You can also contact us about anything else relating to your personal data.

#### **Your right to lodge a complaint with a supervisory authority**

If you feel that your data has not been handled correctly, or you are unhappy with our response to any requests you have made to us regarding the use of your personal data, you have the right to lodge a complaint with the Office of Information Commissioner.

You can contact them by calling **+44 (0)1534 716530** or go online to:

<https://oicjersey.org/online-enquiry/#/complain/form>