



Jersey Hospice Care
your care, your choice, your time

JOB DESCRIPTION

Job Title:	Communications & Engagement Officer
Reports to:	Head of Marketing & Communications
Department:	Income Generation
Hours:	Minimum of 30 hours per week (Total weekly working hours to be agreed with post holder)
Contract Type:	Permanent

General

Jersey Hospice Care (“JHC”) is an independent charity which provides palliative care services within Hospice, the community and the hospital. All services are delivered by a passionate, committed multi-professional 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

The Communications and Engagement Officer is responsible for implementing and managing a holistic and co-ordinated approach to stakeholder engagement through compelling and accessible communication initiatives. The focus of the role is on shaping and sharing key messages, being a visible and proactive advocate for Hospice, and creating and delivering opportunities and resources which :

- highlight Jersey Hospice Care’s leading role in the design and delivery of palliative care;
- promote the range of services available; and
- help secure funding (by engaging supporters and potential supporters) to ensure that these services can continue to be provided to all who need them, free of charge.

The postholder is responsible for developing the messaging, content, and collateral for awareness and fundraising campaigns (working in collaboration with, and occasionally deputising for, the Digital Engagement Officer) and will be proactive in building strong relationships with media contacts and other key audiences within the community. They will ensure that all campaigns/projects are effectively planned and delivered on time and on budget.

Working effectively with all hospice departments they will be responsible for the production of content and materials to support the needs of team members and colleagues across JHC, ensuring that these resources serve user and organisational needs, are delivered in line with brand guidelines and on message, and are of a first-class standard.

Job Context

The post holder will report to the Head of Marketing and Communications, and will be part of the Income Generation team which is responsible for inter alia communications and engagement, media relations, events and fundraising; generating income from the community, through appeals, lotteries, legacies, regular and in memory giving as well as from corporates and trusts/foundations.

Nature and Scope of Role

Key accountabilities will include, but are not necessarily limited to:

1. Public relations and media engagement
2. Internal stakeholder support
3. Campaigns, appeals and events
4. Website
5. Tracking and data analysis

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

1. Public relations and media engagement

- Developing clear and impactful narratives and key messages, and delivering these across all communications channels in collaboration with the Digital Engagement Officer.
- Identifying, building and managing beneficial relationships with media contacts and proactively engaging with them and other key stakeholders, opinion leaders, organisations, and audiences.
- Developing and delivering media and PR plans to gain coverage and to increase awareness and engagement with these key audiences.
- Being the first point of contact for all media enquiries.
- Managing all filming and photography requests, including appropriate consents.
- Acting as a spokesperson for Jersey Hospice Care when necessary.
- Identifying, writing and maintaining a bank of “impact” stories and case studies for use across all channels.
- Working closely with the Head of Marketing & Communication Director and Director of Income Generation & Marketing on developing and executing awareness and fundraising campaigns.
- Following local, national, and international developments around palliative care and services to identify opportunities to engage in wider discussions and promote the work of Hospice.
- Maximising opportunities around national and international awareness weeks.

2. Internal Stakeholder Support

- Managing, reviewing and refreshing existing “collateral” as required.
- Working with colleagues to produce powerful materials that share stories of our work in an accessible and compelling way, ensuring that everything is true to brand, stimulates interest, and connects with intended audiences.
- Collating and editing content for the regular supporter, employee and volunteer newsletters.
- Managing relationships with suppliers such as printers, photographers, designers and agencies.
- Working with the People team to produce dynamic adverts for vacancies at Jersey Hospice Care.

3. Campaign planning, appeals and events

- Working with colleagues to write and implement communication plans for campaigns, appeals and events.
- Working with the Head of Marketing and Communications to create and deliver legacy promotion plans and activities.
- Ensuring all campaigns and communications are strategically aligned to the Hospice's strategy, brand and fundraising objectives.
- Ensuring high creativity, visibility and promotion of appeals, campaigns, and events to secure maximum engagement, particularly in the press, on TV and radio.
- Writing, creating and delivering all printed collateral as required for each appeal, campaign or event to include impact of and gratitude for support.
- Creating and delivering all hard copy engagement literature for different fundraising target audiences and ensuring that these are suitable for accessing digitally.
- Working with and overseeing agencies, freelancers and others as required.
- Ensuring that any direct mail is on message, on brand, conforms to legitimate interest regulations and suitably manages data in line with data protection legislation and policies.
- Reviewing the impact of communication plans once any campaign, appeal or event is completed and recording recommendations for future similar initiatives.
- Providing proof-reading support throughout the Hospice as required.

4. Website

- Working alongside the Digital Engagement Officer to manage and further develop the website, ensuring brand and messaging consistency.
- Working with colleagues across Jersey Hospice Care to regularly review and edit existing content, advising on the best way to engage audiences while also staying on brand and on message.
- Proactively writing, commissioning and uploading new content as required to share the impact of our work, the range of services available, and the need for and impact of support.

5. Tracking and data analysis

- Tracking mentions of Hospice across all media.
- Monitoring press coverage and preparing a monthly media report.
- Undertaking research and analysis of market trends and other sector examples for best practice and benchmarking.

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 employees 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.

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 three 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 Carer in response to organisational or service demands.

PERSON SPECIFICATION		
Communications & Engagement Officer		
Essential Criteria for selection		Desirable Criteria for selection
Qualifications		<ul style="list-style-type: none"> Marketing, communications or fundraising professional qualification
Knowledge and Experience	<ul style="list-style-type: none"> Strong experience working in a marketing/communications role Experience of delivering engaging marketing & promotional campaigns - for example in public relations, media relations, social media or journalism Demonstrable success in developing and pitching stories to journalists that resulted in positive coverage Sound knowledge of marketing and brand management Experience of managing relationships with external agencies and collaborators Experience of poster and graphic production (Canva, InDesign, Photoshop) 	<ul style="list-style-type: none"> Experience of managing fundraising appeals Experience of working with trustees or other external governance bodies Experience of working in a charity or not for profit Understanding of the role websites play in income generation and profile building Experience of working with a variety of digital content management systems
Skills and abilities	<ul style="list-style-type: none"> Excellent writing and proof-reading skills Ability to understand and deliver messages in simple, powerful language Natural story-teller Ability to write engaging copy for different audiences and channels Good judgement and news-sense Ability to think creatively, to successfully spot opportunities, finding different angles and 'hooks' to secure coverage, whilst also getting the substance, tone and nuance of our messages right Strong interpersonal skills with the ability to build strong working relationships within and outside Hospice Ability to work in a busy environment, balancing competing priorities and deadlines Ability to work with a high degree of autonomy High level of competency across MS Office (word, excel, powerpoint) 	<ul style="list-style-type: none"> Use of a CRM database (specifically DonorFlex) Website content management (WordPress, Umbraco, HTML hard coding)

Personal attributes	<ul style="list-style-type: none"> • Creative and curious • A can-do approach: a self-starter with the drive and initiative to take responsibility for delivering communications impact • Confident and effective at dealing with stakeholders at all levels as well as keeping end-users in mind • Willingness and ability to work occasional unsociable hours to support team members as required 	
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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, Lymphoedema 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 – from initial diagnosis until they no longer need us.

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, gardening, etc.

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 employees 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

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>