



JOB DESCRIPTION

Job Title: Head of Marketing & Communications

Reporting to: Director of Strategy & Engagement

Location: On-site at Tapping House, Hillington PE31 6BH

Hours of work: 37.5 hours per week over 5 days

JOB PURPOSE

As Head of Marketing and Communications, you will lead the delivery of the charity's strategic marketing, communications and brand activity across all channels, translating Tapping House's organisational priorities into compelling campaigns and communications that increase awareness, deepen engagement, strengthen our reputation and support income.

Working at the heart of the organisation, you will plan and deliver our operational activity, overseeing and ensuring the effectiveness of PR, digital and non-digital communications, design and marketing. You will provide both leadership and creative direction to our team to ensure every audience touchpoint reflects our values, ambitions, and distinctive personality, driving positive brand visibility, supporting voluntary income growth, and demonstrating organisational impact.

As the guardian of the Tapping House brand, you will champion a clear, consistent and compelling identity, developing the tools, messaging and creative approach that bring our story to life and inspire support with both internal and external audiences.

You will be an experienced marketer and communications operator, an inspiring leader, and someone with business acumen, able to think creatively to balance growth aspirations and opportunities within the reality of a challenging budget.

JOB SCOPE

- Responsible for all marketing and communications activities (internal and external) including budgets and the negotiation of third-party contracts, and the delivery of objectives and targets.
- Responsible for Marketing and Communications reports: currently 2 direct reports with growth planned, plus freelancers and volunteers as required.
- Responsible for co-ordinating and planning activity with Marketing Champions representing internal departments across the organisation; Fundraising, Retail, Café, Care Teams (Inpatient Unit & Hospice at Home), ESPSS (Emotional, Social, Pastoral Support Services), Tulip Centre (Outpatient), People and Culture and the wider operations teams.
- Be the lead M&C consultant for the Senior Leadership Team and Board of Trustees for communications/marketing related issues
- Liaise with all internal staff and volunteers, and external media contacts and other partners.
- Responsible for the effectiveness of internal Marketing and Comms processes and ways of working, from briefing through to sign-off and monitoring/reporting.
- Responsible for the effectiveness and impact of marketing and communications.
- Member of the Operational Management Group (Heads of Department) reporting into our Senior Leadership Team (Directors and CEO).
- Member the Income Generation operational subcommittee with responsibilities for shared outcomes alongside Head of Fundraising, Associate Director of Finance, Associate Director of Retail, and the Director of Strategy and Engagement.

KEY ACCOUNTABILITIES AND RESPONSIBILITIES

Strategy and leadership: collaborate across our hospice and community

- To develop and implement the Tapping House Marketing & Communications Strategy, working closely with the Director of Strategy & Engagement, to significantly enhance our visibility and reputation within the community and beyond, aligning with the charity's objectives and identity.
- To operationalise plans and proactively lead the Marketing & Comms Team (freelancers and volunteers) to deliver against internal and external department needs, to build our reputation and influence, and to grow income and awareness.

- Develop and maintain stakeholder relationships with media, and other external stakeholder leads - such as sector partners, community organisations and statutory bodies - utilising insight and shared opportunities to maximise positive representation.
- Oversee the department's budget, ensuring efficient use of resources.
- Monitor activity and ensure accurate and timely reporting.
- Stay abreast of trends, technologies and best practices, proactively identifying opportunities to leverage new platforms, tools and tactics to enhance engagement efforts

External communication: grow reputation, awareness and income for our amazing work

- To raise the profile of Tapping House and drive voluntary income amongst key target audiences as relevant - including patients, families, supporters (fundraising, volunteer, retail), healthcare professionals, sector and statutory leaders and the general public – working closely with internal leads to develop attractive campaigns and an annual plan that command social and media attention, coverage, and income.
- Ensure excellent marketing & PR support for our integrated place-based end-of-life services (Outpatient Tulip Centre, Inpatient Unit, Hospice at Home and Emotional, Social, Pastoral Support Services). Seeking to strengthen our regional and local voice and influence thinking around end-of-life experience.
- Manage issues related to the charity's reputation, working closely with Fundraising, Retail, People and Culture (HR), and senior leaders to mitigate risks.
- Oversee the development of brand guidelines and collateral such as key messages, photography, film and case studies: ensure these are consistent, accessible and adopted across all communications; collaborating with internal leads and teams to align efforts and foster Hospice spokespeople/ambassadors.
- To develop and protect the brand by overseeing the creation of inspiring and compelling content while ensuring all messaging aligns with the

charity's core values and tone of voice, with a particular emphasis on digital communication development including social media and website content.

Internal communications: influence and support our positive organisational culture

- Lead internal communication efforts to inform and engage employees on the charity's vision, strategy, culture and key initiatives, effectively developing and utilising our intranet facility.
- To work closely with the Operational Management Team and the People and Culture team to support internal communications aims and foster staff engagement - including engagement with our internal monthly newsletter - helping to drive a culture of innovation and positivity, consistent with our values.

General

- To uphold the Hospice's vision and values at all times



- Carry out all duties in accordance with the Hospice's policies and procedures including but not limited to health & safety, code of behaviour, confidentiality and equality, diversity & inclusion.
- Promote awareness of the Hospice, its services and its strategy.

- Work collaboratively and respectfully with all staff, volunteers and supporters of the Hospice.
- Promote and support the safeguarding of vulnerable adults, young people and children, observing and adhering the Hospice's policies on safeguarding.
- **Information Security, Confidentiality, and Records Management:**
The role requires adherence to organisational policies concerning information security, data privacy, and confidentiality. The employee is responsible for safeguarding sensitive information, ensuring secure handling and storage of records, and maintaining compliance with applicable data protection regulations. This includes actively participating in Information Governance training, reporting potential security incidents, and managing records in accordance with Tapping House's Retention Archiving and Destruction of All Hospice Records Policy.
- Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role.

This job description is not intended to be exhaustive and will be reviewed periodically to ensure that the needs of the service are being met.

PERSON SPECIFICATION
Head of Marketing & Communications

Attributes		Essential	Desirable
Qualifications and Training	Degree in Communications, Public Relations, Journalism, Marketing, or a related field or qualified by significant experience.	✓	
Experience and Skills	Proven track record of proactively developing and executing successful marketing and communications strategies and campaigns which deliver both awareness and income.	✓	
	Strong stakeholder and media relations experience with established relationships and networks in relevant industries.	✓	
	Exceptional writing, editing, and presentation skills.	✓	
	Experience of managing the creative process and giving creative direction on both digital and non-digital activities.	✓	
	Experience of managing reputational issues.	✓	
	Strong leadership skills, with experience of managing teams and fostering collaboration	✓	
	Proficiency with communication platforms, content management systems, and social media management tools	✓	
	Excellent knowledge of the media – print, broadcast and online	✓	
	A background in developing and delivering internal comms	✓	
	Influencing and negotiating skills – e.g. working with		

	internal and external key contacts to ensure the right PR opportunities are prioritised and maximised A background in charities or sector businesses Broad knowledge of the health and social care sector to ensure a competitive and relevant approach to media strategy development Ability to design and use design software		✓ ✓ ✓ ✓
Personal Attributes	Ability to work under pressure and manage multiple projects simultaneously Business acumen and an ability to think creatively Understanding of, and a commitment to the vision, mission and values of Tapping House	✓ ✓ ✓	
Other	Flexibility in work commitment, willing to work the hours necessary to do the job; work off site when required, at weekends in support of specific events and adapt to a changing department and organisational needs Current UK driving license and access to a car for work purposes	✓ ✓	