



Communications Assistant – Job Description

Reporting to: Head of Communications

Location: London, SW10 9HS and remote working

Contract: Full-time

Role purpose:

To play a key role in communicating with our internal and external audiences to raise the profile of our work and to engage with our communities, existing and potential supporters. The Communications Assistant will write, design, edit, co-ordinate and publish content across various channels, including the website, social media, traditional media, print and online marketing materials.

Key responsibilities:

Digital presence

- Develop, manage and update content for website
- Manage and update social media platforms every day to increase brand awareness and support
- Showcase successes and case studies on the website and social media. Monitor social media more widely.
- Provide Head of Communications with monthly analytics to track digital presence and performance

Copywriting and media

- Assist with copy writing for quarterly e-newsletter, website content, hospital newsletter, and hospital website
- Write press releases for traditional and online media
- Reach out to media with relevant news and feature stories
- Support Head of Communications to produce the quarterly e-newsletter and ad hoc mailings to supporters
- Capture case studies, quotes, testimonials, photographs, film digital content from hospital patients, families, staff and supporters

Marketing collateral

- Maintain and update CW+ fundraising and marketing collateral at both hospital sites, and maintain collateral database
- Design and produce engaging collateral to display throughout the Trust and local community
- Regularly design and produce merchandise. Work with the fundraising team to manage stock.



Fundraising support

- Support the CW+ MediCinema Manager to raise the profile of the service and support fundraising team in generating funds
- Support fundraising team and challenge event participants with relevant publicity
- Support fundraising team with Community Hub

Internal communications and branding

- Regularly update internal digital noticeboard with visual content including campaign updates, social media updates and news items
- Ensure communications are consistently branded, helping to maintain the highest standards of copy and content
- Act as a brand champion, helping to maintain and build charity's reputation

Administration

- Build effective relationships with external suppliers, charity team and Trust colleagues
- Support Head of Communications and Communications Officer with administration (agendas, meeting summaries and the like)
- Ensure appropriate consents and mailing preferences are sought, obtained and recorded from all our different audiences
- Ensure filming/photography consent and case studies are maintained accurately on the database
- Perform any other task which the Head of Communications reasonably requests.

Other

- Filming, editing and photography skills would be appreciated

Key terms and benefits

- Hours: 35 per week (normally 9:00am-5:00pm, Monday-Friday)
- Pension: employer contribution of 8%
- Holiday: 25 days per annum, plus UK bank holidays (pro-rata for part time staff)
- Probation: 6 months is standard unless you have a specific reason to reduce/increase
- Other benefits available: HSF health plan, season ticket loan