

Senior Digital Content Officer

Reporting to	Head of Digital Engagement
Key Relationships	Campaigns & Communications team, SMT, Policy, Advocacy and Clinical Programmes team, Hospice members.

Hospice UK is the national charity for hospice and palliative care. Working to ensure all adults and children living with a terminal or life shortening condition receive the care and support they need, when they need it.

We believe that everyone, no matter who they are, where they are or why they are ill, should receive the best possible care at the end of their life. No one should die in avoidable pain or suffering.

Our mission is to transform the way society cares for the dying and those around them. To empower individuals, communities and populations to embrace the ethos of hospice care and extend its breadth and reach to improve everyone's experience of death, dying and bereavement.

Our ambitious strategy is the blueprint for how we can achieve the transformation that is needed and sets out the following four strategic goals that will be driving our work over the next five years:

- Extend the reach and enable hospice quality care to be delivered in any setting
- Tackle inequality and widen access to hospice care
- Work with communities to build capacity and resilience to care for those at the end of their life
- Empower a strong, dynamic and responsive hospice sector.

Our values: we aspire to be collaborative, compassionate, inclusive, innovative and knowledgeable

Job Description

Focus

The Senior Digital Content Officer is responsible for leading, developing and managing content for the Hospice UK websites. They will ensure that content is produced to the highest standard and the site has exciting, accurate and updated information to engage readers.

The postholder is responsible for writing copy, commissioning copy, developing visual content and ensuring that content is fully accessible for Hospice UK's different stakeholders. The

Senior Digital Content Officer will manage a cross-organisational digital content team, training and developing colleagues' to write compelling digital copy from other teams.

Key Tasks & Responsibilities

- Plan and produce compelling digital content to bring the Hospice UK mission to our target audiences and make a lasting impact in supporting our communications objectives
- Use a range of innovative formats like infographics, stories, blogs etc. to bring complex stories to the attention of online readers in a more succinct form
- Write digital content including news articles, features, opinion pieces, information guides
- Support offline events with online copy and live-tweeting
- Update and maintain branding for the site
- Design content optimised for conversion and search engine optimisation
- Locate and work with third party organisations and bloggers to promote the organisation
- Monitor the performance of the organisation's content using tools like Google Analytics and make suggestions for improvement working with the other members of the digital team.
- Source photos and video for the website
- Manage strategic relationships with key contacts including member hospices
- Contribute to the Communications and Campaigns Forward Planning Calendar
- Ensure that copy for all articles is factually and grammatically correct and in line with Hospice UK's house style.
- Conduct interviews either by email or phone as required.
- Commission opinion pieces and features from a wide range of contributors and edit these to ensure they are in line with house style.
- Proactively source digital content, generate story leads from an external network of contacts.
- Train and guide Hospice UK staff on how to write for the websites and search engines
- Research and write articles, interviews and opinion pieces for the Hospice UK Blog site and news sections.
- Report from events as/when required
- Contribute content from the website for the full range of social media feeds, working with the Digital Marketing Officer.
- Select stories from the website for HLB, IGB, HCU and campaigns as required
- Deliver film & audio content for the website

This role profile is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/ developments in the service.

Person Specification

Essential	Desirable
Experience of writing for digital channels	Work in the charity sector
Understanding of user needs and audience	Trained journalist
Knowledge of how a website works and content management systems	Understanding of web user journeys and maximising content for SEO and engagement
Able to interview and secure powerful stories to publish online	
Experience of generating and coordinating online content for news stories, features and blogs.	
Experience of editing images for online use, using Photoshop and Paint or similar software	
Excellent project management skills and an organised approach	
Superb written and verbal communication skills	
Experience of training people to write for websites and/or e-communication	
Work in accordance with and promote our organisational values at all times	

Terms and Conditions

Contract	Permanent
Salary	£26,400 per annum
Probation period	Six months
Notice period	Two months
Work Pattern	Part time, 28 hours (4 days) per week
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
Simply health Scheme	This includes access to a confidential employee assistance programme and a cash plan scheme, which reimburses payments towards everyday healthcare treatments such as dental care, osteopathy, optical care
Cycle to work scheme	Loaning of a cycle via a salary sacrifice scheme
Season ticket loan	An interest free loan can be requested for travel to work
Holiday	Pro rata of 25 days in the first year, increasing to 27.5 days in the second year and 30 day in the third year. The leave year runs from 1 January to 31 December.
Location	The post holder is based at Hospice House, Britannia Street, London, WC1X 9JG. Hybrid working from home and the office is currently in operation