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| Job title: | Communications and Engagement Officer |
| Salary scale: | £29,269 - £31,364 FTE |
| Contract: | Fixed term contract for two years subject to successful completion of a three-month probationary period. |
| Hours: | 22.5 hours a week, fully flexible. The role includes occasional weekend work. |
| Location: | Home based – some national travel will be required. |
| Annual leave: | 25 days per annum (pro rata) |
| Responsible to: | Head of Communications |

About the charity:

The NHS Retirement Fellowship is the national charity supporting retired and retiring NHS staff. We currently have more than 7,500 members across England, Scotland and Wales and have embarked on some ambitious plans to grow our membership, our offer and to support retired and retiring NHS staff to continue to give something back to the service they have dedicated their careers to. This coincides with the 80th anniversary of the NHS in 2028 and our own 50th birthday the same year.

Main purpose of the post:

The communications remit encompasses communications, member engagement and growth, member benefits, income generation, stakeholder relations, and working with our leadership team in the delivery of our five-year strategic plan. It is envisioned that this role will take on a number of operational aspects of this wide-ranging remit, some of which is outside of a traditional communications officer role, to ensure growth of membership and awareness within the NHS.

The communications and engagement officer will take the lead on managing the day-to-day communications portfolio. This will be a mix of ongoing work, specific projects and ad hoc time limited pieces of work as well as supporting in the delivery of a number of different projects within the wider portfolio.

About you:

You will be a seasoned communications professional experienced in managing a broad portfolio with a number of competing priorities. This is a generalist, operational role for an enthusiastic self-starter with good ideas, great story telling skills and creative flair. You will be an excellent writer who can adapt to a number of different audiences whilst maintaining a clear, co-ordinated, corporate and consistent approach to our communications. You will work both independently and in collaboration with staff, members and trustees.

Responsibilities:

- Operational responsibility for our website
- Managing our Facebook page
- Working closely with members, branches and groups around the country and linking with NHS trusts/ boards etc in England in particular to support growth
- Ensuring the organisation speaks with one voice utilising our corporate messaging and supporting our small staff team with this
- Support in the delivery of our engagement agenda – primarily with members and NHS stakeholders
- Work with the head of communications to deliver a fundraising, awareness and growth programme celebrating the Fellowship's 50th anniversary and the 80th birthday of the NHS in 2028
- Support the head of communications in the delivery of a number of different priorities including the expansion of the benefits portfolio and the management and delivery of an annual conference.

You may need to deputise for the head of communications on occasion, and some national travel is required. This role will be both proactive and reactive.

Person specification:

| Essential | Desirable |
|---|---|
| Knowledge and skills | |
| Managing a Wordpress website | Use of Canva |
| Production and delivery of a wide range of communications and marketing materials | |
| Training, experience and qualifications | |
| Experience of working in NHS communications | Charity sector experience |
| | Evidence of sector specific qualifications eg CIPR diploma, CIM |
| | Fundraising/ income generation experience |
| | Knowledge of membership organisations |
| Other | |

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| Willing to travel to and attend membership events and functions | |
| A passion for the health and social care sectors | A passion for supporting older people |
| Ability to engage with staff and volunteers and work in a collaborative way | |
| Ability to work with diverse stakeholders both internal and external | |