

# NHS CHARITIES TOGETHER

## DIGITAL CONTENT OFFICER

### Recruitment Pack

**NHS Charities Together**

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T 08454 635328 Calls cost 5p per minute plus your network access charge

[www.anhsc.org.uk](http://www.anhsc.org.uk)

NHS Charities Together is the trading name of the Association of NHS Charities. Company number 12325259

Registered Charity No. 1186569

## Message from the CEO of NHS Charities Together

Dear Applicant

Thank you so much for your interest in working at NHS Charities Together as our new Digital Content Officer. This is an exciting time to join our team. We have just completed our rebrand in 2019 from the Association of NHS Charities to NHS Charities Together, launching a new website and member Customer Relationship Management System (CRM).

Building on the strong foundations built by the Association, we have started to realise our ambitious plans which are set to significantly raise the profile of and increase the resources for our member NHS Charities. A new Digital Resources Programme (starting with the new website and now the recruitment of this post) is part of our exciting growth strategy.

We are very proud of what we achieve. We are a small, but growing staff team, with currently 4 members of staff. If we are successful we expect this to double over the next few years. The role of Digital Content Officer will have a key role to play in the growth of our support programmes and resources, as well as our team.

If you are passionate about the health and well-being of our nation, believe that through supporting NHS Charities we can significantly increase the vital support given to our hospitals, community, mental health and ambulance services; then we would love to hear from you.

Best wishes

A handwritten signature in black ink, appearing to read 'Ellie Orton', written in a cursive style.

**Ellie Orton**  
CEO, NHS Charities Together

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#### Background NHS Charities

There are more than 250 NHS charities across the UK and most of them focus on helping our hospitals do more. Collectively these charities give over £1 million every day to the NHS so that people can stay well for longer and get better faster. In recent years NHS charities have funded major capital projects, pioneering research and medical equipment at our hospitals, helping patients access the best possible care when they need it most.

They also play a key role in mobilising volunteers to support NHS staff, brightening wards and waiting areas with colourful and engaging art and building an important link between our hospitals and our communities. Other NHS charities support mental health trusts, community health trusts and ambulance trusts.

These vital funds and services are above and beyond what the NHS alone can provide, touching lives and making a huge difference to millions of people when they are at their most vulnerable.

Visit the NHS Big Tea website, set up for our key nationwide campaign, to read real life stories of the difference NHS Charities make <https://www.nhsbigtea.co.uk/charity-stories>

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*NHS charities are devoted to our nation's hospitals, community and ambulance services, funding ground-breaking research and vital medical equipment, while developing new treatments and enhanced care to support patients.*

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#### The Association of NHS Charities & NHS Charities Together

Founded in 2000, the Association of NHS Charities started as an informal group of the largest NHS Charities which came together to provide mutual support and a forum for discussion. Since then we have changed our name to NHS Charities Together (to better reflect what we do and who we support) and grown steadily, welcoming charities both large and small from across England and Wales, as well as Scotland. Today NHS Charities Together represents over 140 charities. The organisation was formally constituted in 2008 and successfully applied to the Charity Commission to become a registered charity.

NHS Charities Together provides a forum for nationwide fundraising and advocacy campaigns, provides advice and guidance to its members, bespoke conferences and training days covering issues and development opportunities for NHS Charities, as well as access to online resources and support through exclusive member pages on the website. In 2018, the 70th year of the NHS, NHS Charities Together launched a brand-new vision and strategy for the next 5 years, outlining the next exciting phase for NHS Charities.

## Vision, Mission and values

NHS Charities Together's Vision is to:

*'Inspire NHS Charities to become the Nation's biggest independent supporters of Health and Well-being'*

Our Mission is:

That we will support the development of NHS charity members to enable them to:

- become high functioning charities
- add great value to their associated NHS Trust(s), its patients and staff as well as their wider communities
- be recognised by their Trust as a major strategic partner

Our Values are:

To strive to be an organisation that:

- Is **accessible** to all charities in the sector, corporate and independent
- Is **proactive** in all its activities
- Believes in **working together** with members and creating networking opportunities for all
- Always seeks to **promote** best practice, including the unique status and governance of NHS charities
- Is **reflective** and learns from its experiences

Strategic Objectives:

1. We will be the number one source of support and development for NHS charities, promoting charity best practice, fostering mutual support and discussing matters of mutual interest
2. We will be the authoritative voice for NHS charities to represent members' views to key stakeholders and where possible to collaborate with them in pursuit of our vision
3. We will promote the profile of NHS charities nationally
4. We will ensure NHS Charities Together is a financially sustainable organisation that develops its staff, ensuring it has the right skills and resources to achieve its 5-year strategy
5. We will demonstrate the impact of NHS Charities Together and of our members



### **Anupurba's Rehab**

*Thanks to an NHS charity, young children like Anupurba who wear prosthesis can benefit from a specially designed therapeutic playground to help their rehabilitation through play*

## Our Future

This is an exciting time to join NHS Charities Together. Our new strategy has informed the business plan for the next 3 years, which includes significant growth and development of our services. These include strengthening of our events programme to offer further learning and development opportunities for members; increased mutual support through regional groups and virtual support forums, to expand advice and guidance through expert member panels or technical specialists. It also includes the establishment and advancement of a brand-new digital resources programme over the next 3 years.

One of the most significant advancements for NHS Charities Together is its leading role in NHS Charity nationwide campaigns for our members. Following the success of NHS70 in 2018, celebrating the 70<sup>th</sup> birthday of the NHS, our aim is to establish the NHS' birthday – 5th July – as a national day for NHS Charities. This will become a recognised point in the year for the nation to support the NHS through its charities. We will further establish 'The Big Tea' as annual fundraising activities to continue to raise the profile and income of our fantastic member charities.

Building on the success of our small team, this newly created role of Digital Content Officer will have a vital role to play in the development, implementation and success of NHS Charities Together's new and current member programmes and Digital resources.



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***Memories for Olive***  
*850,000 people in the UK have dementia. For patients with dementia a stay in hospital can be upsetting for them and their families, but thanks to a memory box scheme funded by an NHS charity, patients like Olive find comfort and familiarity.*

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## Digital Content Officer

**Reporting to:** The Membership Support & Development Manager (MSDM)

**Hours:** Full Time

**Key Relationships:** NHS Charities Together Staff Team, Members, Website developers, IT and Digital related partners. Other key stakeholder organisations as required.

**Location:** Flexible: either at our central office in Warwick or working from home and / or hot desking with key stakeholders in London. The post holder will be expected to work from the Warwick office at least 2 days a week. Some travel to London and our members/partners within the UK will be required.

**Reward package:** Competitive (up to £27k plus 10% pension contributions, 28 days annual leave

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### Overall Purpose

To assist NHS Charities Together (NHS CT) member services and communication functions to create, develop and produce content and enhance digital resources for NHS CT stakeholders. The post holder will develop existing digital channels; and be responsible for increasing member resources via the website and other digital and social media platforms. They will assist in responding to member enquiries received via the website and digital channels, helping to moderate social media content and develop targeted communications for internal groups (members, event partners, sponsors) and wider external NHS CT audiences (National NHS Governing Bodies, non-member NHS charities, wider public and patient communities) .

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### Roles and Responsibilities

- Work with the Membership Support & Development Manager to develop and deliver digital membership resources.
- As part of a wider communications strategy, support the Business Development Manager and Membership Support & Development Manager to enhance digital communications to best connect with existing and potential members and other internal and external stakeholders.
- Monitoring and reporting of digital and social media activity, keeping abreast of comments and enquiries received through the website and other digital platforms. Moderate social media content and co-administer NHS CT social media platforms.
- Regularly review and update the website and digital resources available to members, liaising closely with the MSDM and BDM to ensure content is relevant and appropriate.
- Regularly report and analyse digital engagement across NHS CT systems, responding to requests for information from colleagues and feeding into board level reporting.
- Develop processes to engage with and gather feedback from, members, supporters and other key stakeholders to inform the development of future member products & services and comms and marketing plans.

- Engage with digital related key partners and contractors (CRM, IT, website) to develop integrated marketing and communications campaigns to support the delivery of the digital comms strategy; predominantly relating to development of a member knowledge hub, online forum and social media campaigns to support our work.
  - Adhere to relevant legislation, best practice, policies and processes including, but not limited to charity law, the fundraising regulator, GDPR and professional codes and standards.
  - This is not meant to be an exhaustive list of duties. The need for flexibility is required. We are a small team and the post holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed. Able to travel on NHS CT business and flexibility around attending internal and external meetings and events.
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## Person Specification

	ESSENTIAL	DESIRABLE
<b>Qualifications/Education:</b>		
5 x GCSEs at Level C or above (Including English & Maths)	✓	
Educated to degree level or equivalent		✓
Social Media and Digital Marketing qualification		✓
<b>Knowledge, Skills &amp; Experience:</b>		
Sound knowledge and demonstrable experience of managing Digital and social media platforms	✓	
Track record of delivering digital solutions in a marketing, communications or membership environment	✓	
Knowledge/ experience of website editing and content development particularly Word Press.	✓	
Knowledge and experience of Adobe Editor, Canva or other design software	✓	
Experience of social media content creation and scheduling software (twitter, LinkedIn, Facebook, Hootsuite)	✓	
Knowledge / experience of working within a membership organisation or function		✓
Excellent time management skills and an ability to consistently meet deadlines	✓	
Research skills with the ability to identify key trends and develop appropriate solutions	✓	
Reporting and digital analytical skills e.g. Google analytics. Evidence of creative thinking and problem-solving skills.	✓	
Excellent interpersonal skills and a track record for collaborative working and building sustainable relationships at all levels	✓	
Excellent written and verbal communication skills. Able to assimilate information clearly and prepare appropriate, clear and concise content for digital platforms.	✓	
A general understanding of how the NHS is organised and awareness of topical issues related to healthcare	✓	
Experience of working in a team to support the delivery of team objectives	✓	
Knowledge and experience of running social media Ad campaigns		✓
Experience in project management; skilled at maintaining momentum and finding solutions to unexpected challenges		✓
Experience of national fundraising campaigns and marketing of events		✓
Demonstrable commitment to the voluntary sector		✓
<b>Personal Qualities:</b>		
A clear thinker with creative flair	✓	
Articulate and confident communicator	✓	
Collaborative and open approach in dealings across the organisation	✓	
Passionate, driven and committed to delivery	✓	
Well organised and structured with an eye for detail	✓	
Flexible and responsive	✓	
A team player who is also a self-starter and happy to work independently to develop and deliver objectives	✓	



## How to Apply

The Closing date for applications will be Thursday 16<sup>th</sup> January 2020.

To apply, please send your CV and covering letter outlining how you meet the job description and person specification. Both the CV and supporting statement should each be no more than 2 sides of A4.

Please ensure that the subject title of the email includes reference **NHSCT DCO**

All applications will receive a response.

If you have any queries or would like more information in regard to this document please contact: Seb Hargreaves on [seb@anhsc.org.uk](mailto:seb@anhsc.org.uk) or telephone 08454 635328

### The expected recruitment timeline is as follows:

- Shortlisting will commence w/c 20 January 2020
- First stage - telephone interview w/c 27 January 2020 (telephone interview with MSDM)
- Second stage - interview w/c 3 February 2020 in Warwick

*For detailed information on how we process your personal data, please review our privacy policy on our website <https://www.nhscharitiestogether.co.uk/privacy-policy-2/>*

*In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and / or biometric data) in your CV and application documentation. Following this notice, any inclusion of your Sensitive Personal Data in your CV/application documentation will be understood by us as your express consent to process this information going forward. Please also remember to not mention anyone's information or details (e.g. referees) who have not previously agreed to their inclusion.*