

Senior Communications & Marketing Officer

PART 1: JOB DESCRIPTION

Job Title:	Senior Communications & Marketing Officer
Location:	<p>Primary location: this role will be primarily split between HILS' Letchworth site (SG6 1HB), and at various locations across Hertfordshire when delivering community outreach activity.</p> <p>You will also be required to visit other HILS sites across Hertfordshire. This includes Cuffley (EN6 4HY), Hatfield (AL10 0BU), Hemel Hempstead (HP2 4EU), Hertford (SG13 7BH), and St Albans (AL3 5BU). On occasion, you may also be required to travel to our sites in Hampshire and West Sussex, as well as incidental UK travel.</p> <p>All travel beyond your usual home to work mileage will be compensated at a rate of 45p per mile.</p>
Salary:	£28,800
Hours of Work:	37.5 hours per week , to be worked between 9am – 5pm, Monday to Friday. Occasional evening and weekend work may be required.
Responsible to:	Communications and Engagement Manager
Responsible for:	No current line management responsibilities, although line management may be introduced as part of this role.
Team structure:	<p>You will work within HILS' Communications & Marketing Team which comprises:</p> <ul style="list-style-type: none"> • Communications & Engagement Manager (based in Hertfordshire) • Deputy Communications & Engagement Manager (based in West Sussex) • Communications & Marketing Officer (based in Hampshire)

Role Summary:

This is an exciting opportunity to get involved with all areas of Communications & Marketing in an innovative and ambitious not-for-profit organisation. Health & Independent Living Support (HILS) is the largest meals on wheels provider in the UK, providing over 850,000 meals per year across Hampshire, Hertfordshire, and West Sussex. HILS also provides a suite of services (primarily in Hertfordshire at present) that aim to support independence, health, and happiness amongst older, disabled, or otherwise vulnerable adults. This includes Nutrition & Wellbeing advice services, exercise sessions delivered at home, and community activities.

As a small Communications & Marketing team, everyone has the chance to support and/ or lead on a wide-range of activities, from in-person outreach to digital content creation. We are looking for a creative and confident people-person with demonstrable experience in digital communications, public speaking, and stakeholder engagement. You will play a vital role in a busy Communications and Marketing team, helping to raise awareness of HILS services, promote our services, and build meaningful relationships with partners and the public. The role is designed to ensure maximum in-person contact with all stakeholders, so is site and community-based.

Principal Responsibilities

Outreach & Stakeholder Engagement

- Develop positive relationships with local partners (e.g. Councils, healthcare organisations, and VCSE partners) to increase and maintain awareness of HILS' services. This will require in-person attendance at local events and meetings as needed.
- Deliver presentations and represent HILS at events and meetings with community groups, partners, and stakeholders across Hertfordshire.
- Manage requests for talks and events – liaising with requesters to book and organise as needed.
- Coordinate and host visits from VIPs and media, including local politicians and journalists.
- Maintain up-to-date stakeholder contact databases, and leverage this information to target promotion and outreach to specific stakeholders/ partners.

Events & Campaign Co-ordination

- Support with the organisation of events such as food tastings, community talks, open days, and campaign launches.
- Lead on local delivery of marketing campaigns, planning and evaluating activities with the wider team.
- Assist in scheduling regular reviews and updates of printed materials.

Content Creation

- Create engaging content (e.g. infographic images, videos, and pictures) for social media platforms, responding to relevant national and local campaigns.
- Produce high-quality written copy and content for HILS' website, press releases, and other written communications.
- Support with the creation of newsletters, webinars, and engagement materials.
- Identify opportunities for story-telling within HILS' client and staff base, collecting and creating case studies, testimonials, staff and client stories, and visual media to share the impact of HILS' services.
- Liaise with stakeholders (e.g. clients, staff, and referrers) to schedule and

conduct interviews, photoshoots, and creative sessions.

- Use your graphic design skills, as well as working with designers and printers to update and produce high-quality marketing materials.

Social Media & Website Management

- Update and audit the HILS website using WordPress, ensuring information is current, accurate, and useful.
- Support SEO improvements and audit HILS' online presence (e.g. directories, partner sites).
- Manage contact lists and support the delivery of e-newsletters and SMS campaigns via MailerLite and Text Marketer.
- Monitor social media engagement and contribute to social media strategy discussions.

Internal Communications

- Support the Communications & Engagement Manager and Senior Team to deliver engaging communications to internal teams (e.g. through internal bulletins, or physical literature at sites)
- Maintain a regular local presence at each of our Hertfordshire sites in order to build relationships with operational teams, and promote information sharing with Community Team Members.
- Deliver in-person updates to Community Team Members at sites (i.e. participating in 'team huddles' as required).

Other responsibilities:

- Ensure all communications are consistent, inclusive, and aligned with HILS' values.
- To have regard for the duty of care of information (with particular reference to the Data Protection Act) gained during the course of employment that relates to other employees, the public, contractors, etc.
- To ensure that excellent standards of customer care and service are maintained when dealing with members of the public and internal customers.
- To take responsibility, whilst at work, to preserve and enhance health and safety. To be familiar with the health and safety aspects of the work and avoid contact which would put at risk the health and safety of clients, team members and other people including visitors, contractors and members of the public.
- To understand individual responsibilities around safeguarding our clients, and ensure that all safeguarding concerns are raised in accordance with HILS procedures.

What you will bring:

- A passion for people and making a difference
- A flair for creative communication
- A positive, can-do attitude
- Curiosity, compassion, and the confidence to take initiative
- A flexible, adaptable approach – ready to jump in and help wherever needed.

Important note:

This is not a complete statement of all duties and responsibilities of this post. The jobholder may be required to carry out other duties as directed by your line manager and other members of the Leadership Team, the responsibility level of which should not exceed those outlined above.

PART 2: PERSON SPECIFICATION

Qualifications & Job Requirements:

Essential:

- Satisfactory DBS check
- The right to work in the UK
- Full UK driving licence and access to a vehicle (to travel independently to multiple sites and events).
- A relevant qualification or equivalent experience in digital marketing/communications.

Desirable:

- Experience of working within the Charitable Sector

Skills, Knowledge, and Experience:

Essential:

- Experience of updating websites using content management systems (e.g. WordPress)
- Familiarity with tools such as Canva, Adobe Creative Suite, MailerLite, or Text Marketer.
- Experience monitoring social media engagement and/or campaign performance
- Good ICT skills including Excel, Outlook, Word, Publisher, and PowerPoint
- Ability to work collaboratively as part of a team
- Good understanding of digital platforms (e.g. social media, websites, e-newsletters)
- Ability to maintain accurate records and follow internal systems and processes
- Understanding of how to adapt communications for different audiences
- Excellent written and verbal communication skills
- Confident in public speaking and community engagement
- Strong organisational skills, with the ability to plan ahead and juggle competing priorities
- Excellent attention to detail
- Ability to use own initiative and work independently

Desirable:

- Experience of the older people's sector, health, or social care
- Experience of the voluntary and community sector.

Personal Qualities:

Essential:

- Friendly, confident, and engaging – able to build rapport with people from all walks of life
- Strong networking skills and a collaborative approach
- Reliable, well-organised, and able to work to tight deadlines
- Comfortable working under pressure and adapting to changing needs
- Commitment to providing excellent customer service
- Flexible and positive attitude, willing to “muck in” when needed
- Enthusiastic and motivated, with a desire to make a difference
- Commitment to modelling HILS’ values, behaviours, and equality principles
- A genuine interest in developing both personally and professionally.

PART 3: VALUES, BEHAVIOURS AND EQUAL OPPORTUNITIES

HILS' Values and Behaviour Statement:

Our values are fundamental to the way our organisation works and underline our expectations of all of us. Our values are based around the most important parts of our business: we are **caring and compassionate**; we act with **integrity**; and we go **above and beyond**.

Our clients have high expectations of our services, and as such, we expect everyone who works for Health & Independent Living Support (HILS) to share and act on our values.

HILS' Equal Opportunities Statement:

We do not discriminate against staff on the basis of their gender, sexual orientation, marital or civil partner status, gender reassignment, race, colour, nationality, ethnic or national origin, religion or belief, disability, or age (protected characteristics). The principle of non-discrimination and equality of opportunity applies equally to the treatment of former staff, visitors, clients, customers, and suppliers by members of our current workforce.