

**Job Title: Communications and PR Co-Ordinator.
Reporting to: Head of Fundraising
Location: Middlesbrough Hospice
Hours: Full-time (35 hours per week)
Contract: Permanent**

**Salary : £26/£30,000 per annum, gross.**

**Overview**

Zoe’s Place provides expert palliative, respite, and end-of-life care for babies and young children with life-limiting or life-threatening conditions. Our hospices in Coventry and Middlesbrough are safe, supportive environments where families are cared for with compassion and dignity.

We’re looking for a strategic and hands-on communicator to raise the profile of Zoe’s Place across our communities, helping us become a charity of choice for local families, supporters, professionals and partners. With a recently refreshed brand and website, now is the time to amplify our voice and build lasting engagement through storytelling, digital content, public relations and internal communication.

**Key Responsibilities**

* Strategic Communications & PR
Lead the development and delivery of an integrated communications strategy to increase awareness of Zoe’s Place and its impact within our local communities.
* Digital, Design & Social Media
Improve our digital presence—website, email and social platforms—ensuring content is engaging, consistent and encourages support, referrals and donations.
* Community Engagement
Engage, support and build relationships and attend on site meetings with MPs, community leaders, healthcare professionals and local media (Press, Radio, TV) to drive visibility and foster long-term advocacy for our work.
* Brand & Storytelling
Be the champion of our refreshed brand. Liaise with parents/staff to create compelling content and materials that tell the story of Zoe’s Place and highlight the voices of the families we support.
* Cross-Team Collaboration
Work closely with colleagues across both hospices in fundraising, care and leadership to align messaging and ensure communications are insight-led and mission-driven

**Tasks to Support Success in Role**

**Strategic Planning & Management**

* Develop a 6–12 month communications and engagement plan aligned with organisational priorities including fundraising events across both hospices.
* Define clear KPIs for communications activity (e.g. reach, engagement, media hits, sentiment)
* Provide regular reports to track progress and demonstrate impact of the plan to both HOF.
* Review and refine stakeholder personas and ensure messaging is tailored to each group
* Develop a crisis comms plan and media protocol, if not already in place.

**Digital & Content**

* Audit and refresh website content regularly, ensuring it's accessible, engaging and SEO-optimised
* Maintain a content calendar that supports campaigns, fundraising, awareness days and seasonal moments
* Liaise with National Events Fundraiser to develop and send bi-annual supporter newsletter, growing the mailing list.
* Introduce new content formats—such as video testimonials or family impact stories—to improve engagement on website and social media.
* Work with hospice team to source stories, photos and content that reflect our values and work

**Brand & Visual Identity**

* Maintain brand consistency across all materials, online and offline
* Build and maintain an image and story bank with permissions and usage notes, ensure this is kept up to date.

**Community & PR Engagement**

* Identify and engage a network of local media contacts for each hospice.
* Draft and issue press releases for service milestones, fundraising opportunities and changes affecting funding to hospices.
* Build relationships with local MPs coordinate visits and briefing packs.
* Attend local community events where possible and build local relationships with media.
* Identify awards, accreditations or community recognitions to enter/apply for

**Internal Communications**

* Prepare staff bulletin/Newsletter to be sent to staff on 6 monthly basis, to share up dates, success stories and staff recognition
* Create assets and tools to support internal surveys
* Support the Executive Trustee with internal messaging and change communication

**Fundraising & Clinical Team Support**

* Support teams with appropriate comms toolkits and promotional plans
* Develop and maintain case studies at both Hospices, that fundraisers and clinicians can use in conversations with supporters/families
* Maintain regular liaison with fundraising, care, and comms to ensure effective promotion of charity.

**Capacity & Systems**

* Create a central communications hub or shared drive for resources, templates, and assets
* Explore simple digital tools to streamline social scheduling, reporting or asset management

Experience & Skills

* Experience either in a similar PR/Comms post, or relevant qualification.
* Experience in creating engaging communication plans for a variety of purposes across a range of platforms.
* Ability to write compelling and persuasive copy for a wide range of audiences and publications.
* Ability to manage a wide range of competing priorities and to consistently meet deadlines, whilst maintaining a high standard of work.
* Creative ability in producing engaging messaging and imagery for use across offline and online media.
* Understanding and experience of the Charity sectors is desirable.
* Understanding of GDPR legislation is desirable.
* Strong IT Skills
* Produce accurate written work and strong record keeping skills.

Additional Responsibilities

* The post holder will be required to work evenings and weekends to meet the business needs of the role for which time off in lieu will be given. TOIL
* To comply with the Charity’s policies and procedures including but not limited to GDPR, compliance, confidentiality and Health and Safety.
* Work with Heads of Fundraising to identify appropriate Ambassadors and Patrons.
* This Job Description sets out the key tasks and responsibilities of the post, however it is not intended to be comprehensive. It is essential that it is regarded with a degree of flexibility to meet the changing needs of the organisation.

May 2025.