

Sheffield  
Hospitals  
Charity

# **Digital Marketing & Communications Officer**

## **Job Description**

January 2026

# Hello you!

I'm Sam, Director of Brand and Communications at Sheffield Hospitals Charity.



We're looking for a hands-on and creative Digital Marketing & Communications Officer to support our growth and ambition to ensure that Sheffield Hospitals Charity is the charity of choice in the city. Over the last few years, we've made huge in-roads into defining our brand foundations, shaping our visual identity, messaging, and tone of voice, and engaging with our audiences in creative yet consistent ways. From the development of a brand-new website to our increased social media activity, unique strategy exhibition, to high-profile, far-reaching campaigns, our audience engagement has grown in ways which the charity has not seen before. The charity has flown under the radar in Sheffield for many years and that presents us with a huge opportunity.

Our beneficiary NHS Trusts employ over 22,000 staff who care for over two million people each year. As the official charity of Sheffield Teaching Hospitals NHS Foundation Trust and Sheffield Health Partnership University NHS Foundation Trust, we have the largest health remit of any charity in the city.

We're entering the final year of our three-year strategy (2024-27) and within that we're committed to raising our brand profile and engaging new audiences through sustained investment in our marketing and communications. We've recently introduced a new Marketing and Communications Manager to the team which demonstrates our ambition to grow.

I'm looking for someone who can bring their demonstrable expertise and experience in digital marketing to help us to achieve our goals for the charity. My background is broadcast media, working alongside some of the UK's biggest brands. I like to do things differently. I'm constantly thinking about how we ensure our messaging cuts through, how we achieve stand out and importantly how we connect. That's because when we get it right, it means more.

We've come a long way, but we've also got a lot to do. If you're ready for your next challenge, and you live and breathe digital then I'd love to hear from you.

– **Sam Earnshaw, Director of Brand and Communications**



# We are Sheffield Hospitals Charity

We help Sheffield's hospitals, community teams, mental health and specialist services to cover costs their NHS budgets can't. We fund support for patients and staff, life-changing research and more, so that we can enhance care **from birth to the end of life and everything in between.**

We provide additional funding to **Sheffield Teaching Hospitals NHS Foundation Trust** and **Sheffield Health Partnership University NHS Foundation Trust** who support people at every stage on life's journey.

From welcoming babies into the world on the **Jessop Wing**, supporting cancer care at **Weston Park**, specialist care at the **Royal Hallamshire**, **Charles Clifford** and the **Northern General**, to improving the mental, physical and social wellbeing of people in our communities.

**Somewhere along the line, our funding is likely to have helped you or someone you love.**

As well as funding provisions for patients, our grants also contribute to training, equipment and wellbeing projects for NHS professionals.

**By looking after the staff and services at the centre of patient care, we're making sure they're ready to look after you.**

The work we fund is only possible through generous donations, fundraising events, corporate support and a coming together of our community. With your help, we'll make sure that the care you and your loved ones receive is the best it can be.

Further information:

[\*\*Sheffield Hospitals Charity Strategy 2024-27\*\*](#) and [\*\*Impact Report 2024/25\*\*](#).

## Our vision

Every person cared for and working in our hospitals, community and social care services is treated with compassion and has access to the best equipment and treatments in the best environments.

## Our mission

We help Sheffield's hospitals, community teams and health and social care services to cover the costs that the NHS can't. By funding support for patients and staff, life-changing research and more, we enhance care from birth to the end of life and everything in between.

## Our values and behaviours



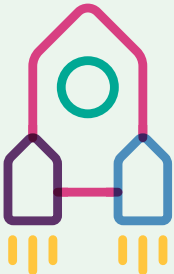
### **We're the best together**

We work collaboratively with our beneficiary Trusts and other organisations to have the greatest impact for the people of Sheffield. We help our supporters and volunteers to give back to the NHS in ways that suit them. We employ talented people and encourage each other to be the best we can be.

### **Expected behaviours:**

- I seek input from my colleagues and take advice from others to deliver the best I can
- I proactively seek out opportunities to collaborate with others so that we can achieve more for our NHS
- I look after and look out for my colleagues; lending a hand and lifting them up

## We go the extra mile

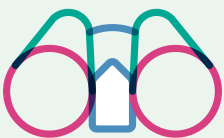


Whether you're a patient, NHS staff, supporter or employee, we strive to make people feel uplifted. Our funding is always above and beyond what the NHS can provide, and we ask, 'How can we fund the best outcomes in this area?'. We go the extra mile for each other, our beneficiaries and our supporters, and ask, 'How can we help?'. As a team, we celebrate our successes and work hard to improve and innovate.

### Expected behaviours:

- I am audience-led, in line with the needs of the charity, giving people the best experience of working with Sheffield Hospitals Charity
- I am proactive and solutions-focused, bringing proposals and solutions to the table
- When I can't help to deliver a task or solve a problem, I aim to find someone who can

## We look to the future

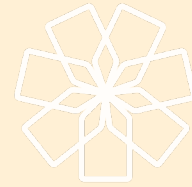


We help build a brighter future for the NHS in Sheffield. When funding, we ask, 'How will this help our Trusts now and in the future?'. As a charity, we aim to be financially and environmentally sustainable. When investing in our charity, we ask, 'Does this help build a sustainable organisation and a happy, productive team?'.

### Expected behaviours:

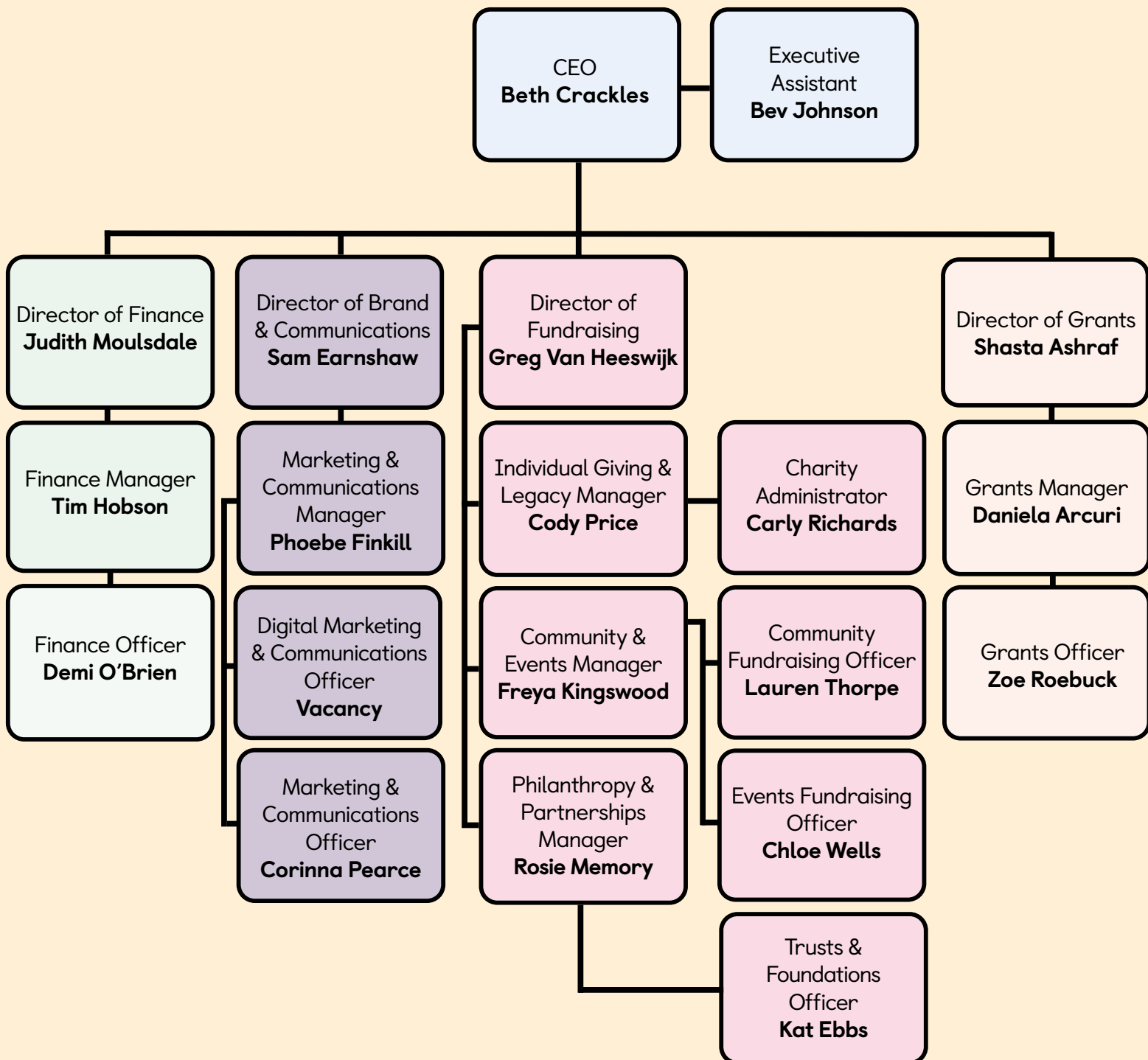
- I consider what is best for the charity, not just my area, and I think about the short, medium and long-term when making decisions
- I make time for learning as an individual and with my team, and take learning into future projects
- I am ambitious for the charity and bring new ideas and ways of working to help us be better





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# Our structure



# Job description

## Digital Marketing & Communications Officer

**Responsible to:** Marketing and Communications Manager

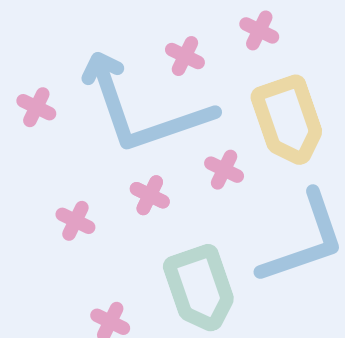
**Office Hours:** 1FTE – 37.5 hours per week, permanent

**Location:** Sheffield Hospitals Charity, Leah's Yard, Sheffield, S1 4HP (hybrid, e.g. some home-working, and flexible working options available)

**Salary:** £27,000 – £32,000 FTE (dependant on experience)

**Purpose of the role:** As the Digital Marketing and Communications Officer, you will play a key role in helping to deliver Sheffield Hospitals Charity's marketing and communications strategy. You will achieve this by maximising our digital channels to increase awareness, engagement, and support. Supporting all appeals and campaigns, you will identify opportunities to raise the charity's profile, reach relevant audiences, generate supporter engagement, and deliver maximum impact. You will manage and optimise our website, ensuring an excellent user experience to drive traffic and conversion with strong use of SEO techniques. You will also focus on maximising our social media effectiveness across platforms (Facebook, X, Instagram, LinkedIn) to reach relevant audiences and deliver maximum impact. You will also advise on use of alternative digital channels where we can effectively communicate our message.

By working closely with the marketing and communications team you will help create engaging content, analyse data, and optimise marketing activities to achieve measurable results across a range of platforms.





# What you'll be **responsible** for

## Digital Strategy and Content Management

- Working with the Marketing and Communications Manager to develop, maintain, and refine the charity's digital communications strategy
- Setting and tracking measurable KPIs to monitor, evaluate and analyse performance with the aim of increasing digital engagement and reach
- Monitoring and evaluating the impact of communications activities, identifying successes, lessons learned, and opportunities for improvement
- Developing communications plans for the charity as a whole and specific campaigns
- Keeping abreast of emerging digital channels, tools and trends and responding creatively.
- Planning, filming, editing, and publishing short and long-form videos including case studies, interviews and events
- Creating and developing user generated content through storytelling, supporter case studies, video diaries, creating cheerleaders amongst NHS staff, volunteers, and supporters

## Social Media Management

- Fully owning our social media channels, ensuring consistent tone of voice and positive public perception
- Developing and maintaining a content calendar for the charity's social media accounts.
- Planning and developing platform specific social media content
- Placing and managing paid social media campaigns demonstrating ROI
- Social media moderation and consistent audience engagement
- Identifying and defining target audiences with messaging to suit
- Utilising content management systems, i.e. Hootsuite
- Creating engaging, visually compelling, and timely social media content that aligns with the charity's objectives
- Keeping us relevant and front of mind
- Monitoring social media engagement and using analytics to inform decision-making
- Developing and managing digital influencers to support the work of the charity

## **Website Management**

- Creating and maintaining website content ensuring copy is relevant, engaging, impactful and up to date
- Ensuring all content is accurate, well-formatted, proofread, and on-brand
- Contributing to the continued development of the website according to best practice, user experience, SEO and accessibility. Working with external agencies where appropriate
- Maintaining and updating the charity's website, microsites, and online presence
- Monitoring and analysing website impact to produce reports and recommendations
- Understanding of SEO techniques, user experience, testing and conversion optimisation

## **Email Communications**

- Producing monthly supporter communications, ensuring content is audience appropriate and emails are well designed using Mailchimp
- Segmenting audiences to create useful and impactful email communications
- Monitoring and evaluating the effectiveness of our email communications

## **Additional Responsibilities**

- Managing stakeholder relationships internally and externally to support campaign and event planning
- Using own initiative to plan, prioritise and deliver against multi-team objectives
- Working with graphic design tools (e.g., Canva, Adobe Creative Suite) to support on internal design work for digital and print channels
- Supporting out of hours events and monitoring our social media channels

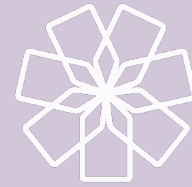
# What you'll bring

Experience and knowledge	Essential or Desired	Assessment A/I (Application/ Interview)
Demonstrable experience in digital marketing	E	A,I
Experience creating, maintaining and evaluating a digital strategy	E	A
Strong analytical skills, able to interpret analytics and generate actionable insights	E	A,I
Experience creating and delivering digital campaigns against KPI's	E	A,I
An understanding of the latest digital trends and the role they could play within the charity	E	A,I
Good understanding of brand, messaging, tone of voice and the opportunities and risks posed by them.	E	A,I
Video production and editing skills	D	A,I
Strong knowledge and understanding of social media channels and how to optimise each channel	E	A,I
Track record of creating content for and managing social media accounts across a range of channels including Facebook, LinkedIn, Instagram and TikTok	E	A,I

Experience and knowledge	Essential or Desired	Assessment A/I (Application/ Interview)
Experience creating engaging social media content	E	A,I
Experience creating and maintaining engaging and impactful website content	E	A,I
Good working knowledge of Mailchimp, Google Analytics, social media management tools i.e. hootsuite	E	A,I
A good understanding of SEO techniques, online user experience requirements	E	I
Strong experience of using email marketing systems to produce engaging e-communications	E	A,I
Experience of using CMS platforms	E	A,I
Experience of or interest in the charity sector	D	A,I
Creative thinker, embracing the what if?	E	I
Excellent writing skills with strong attention to detail	E	A,I
A keen eye for detail and strong proof-reading skills	E	A,I

Experience and knowledge	Essential or Desired	Assessment A/I (Application/ Interview)
Able to show sensitivity with people sharing their stories and experiences	E	A,I
Confident communicator able to liaise comfortably with internal and external stakeholders	E	A,I
Knowledge of graphic design software such as Adobe InDesign, Illustrator and Photoshop, Canva	D	A,I
Passionate about making a difference and helping to take the organisation to the next level	E	A,I
Confident working individually or as part of a team	E	I
Excellent IT skills	E	A,I





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# Employee **benefits**

We want all our team at Sheffield Hospitals Charity to be passionate, professional, friendly, and inclusive. We care about what we do to support our NHS and the work we do together.

Sheffield Hospitals Charity benefits include:

- 25 days annual leave (plus Bank Holidays)
- 3 days additional leave covering office closure over the Christmas period
- 6% pension contribution
- Westfield Health Cover
- NHS Blue Light Discount Card
- Death in service cover
- Excellent training and development opportunities
- Open plan offices at Leah's Yard in the Heart of the City





# How to apply

Please send a CV and covering letter describing how you meet the job description and person specification to [hrshc@shct.nhs.uk](mailto:hrshc@shct.nhs.uk)

Please keep your CV and cover letter to no more than two pages each.

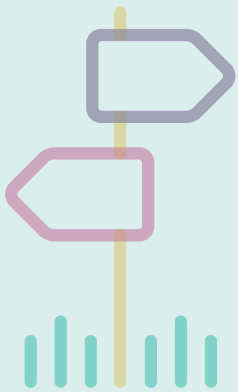
**Closing date:** midnight, 21st January 2026

**Interviews:** First round 28th January 2026, Second round 3rd February 2026

This job description summarises the key features of this role, it is not intended to be a detailed description and does not cover all the duties that the job holder may reasonably be expected to fulfil.



## Where to **find us**



Sheffield Hospitals Charity,  
Leah's Yard,  
20 Cambridge Street  
Sheffield  
S1 4HP



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



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