

Sheffield  
Hospitals  
Charity

# **Marketing & Communications Manager**

## **Job Description**

March 2025

# Hello you!

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

The Marketing & Communications Manager is a new role and demonstrates our growth and ambition to ensure that Sheffield Hospitals Charity is the charity of choice in the city.

Over the last 18 months 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.

We grew our marketing and comms team from scratch with the recruitment of a talented digital marketing and communications officer, and a marketing and communications officer, who continue to go from strength to strength.

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 FT and Sheffield Health and Social Care NHS FT, we have the largest health remit of any charity in the city. With various specialisms across our Trusts, patients from the surrounding areas in South Yorkshire and North Derbyshire and even further afield are also cared for in Sheffield.



Last year, we launched our three-year strategy (2024-27) and within that we are committed to raising our brand profile and engaging new audiences through sustained investment in our marketing and communications.

As we enter year two of our strategy, we are looking for someone who can bring their demonstrable expertise and experience in marketing and communications to help us realise our ambitions 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, 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 and health and social care 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 and Social Care NHS Foundation Trust** who support people at every stage on life's journey. From welcoming babies into the world on the **Jessop Wing**, to supporting cancer care at **Weston Park**, and specialist care at the **Royal Hallamshire, Charles Clifford** and the **Northern General**.

**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 2023/24](#).



## 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



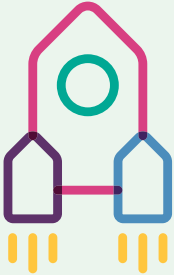
### **We're the best together**

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

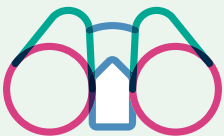


Whether you're a patient, NHS staff, supporter or employee, we strive to make people feel uplifted. Our funding is always above and beyond what the NHS can provide, and we ask, 'How can we fund the best outcomes in this area?'. We go the extra mile for each other, our beneficiaries and our supporters,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

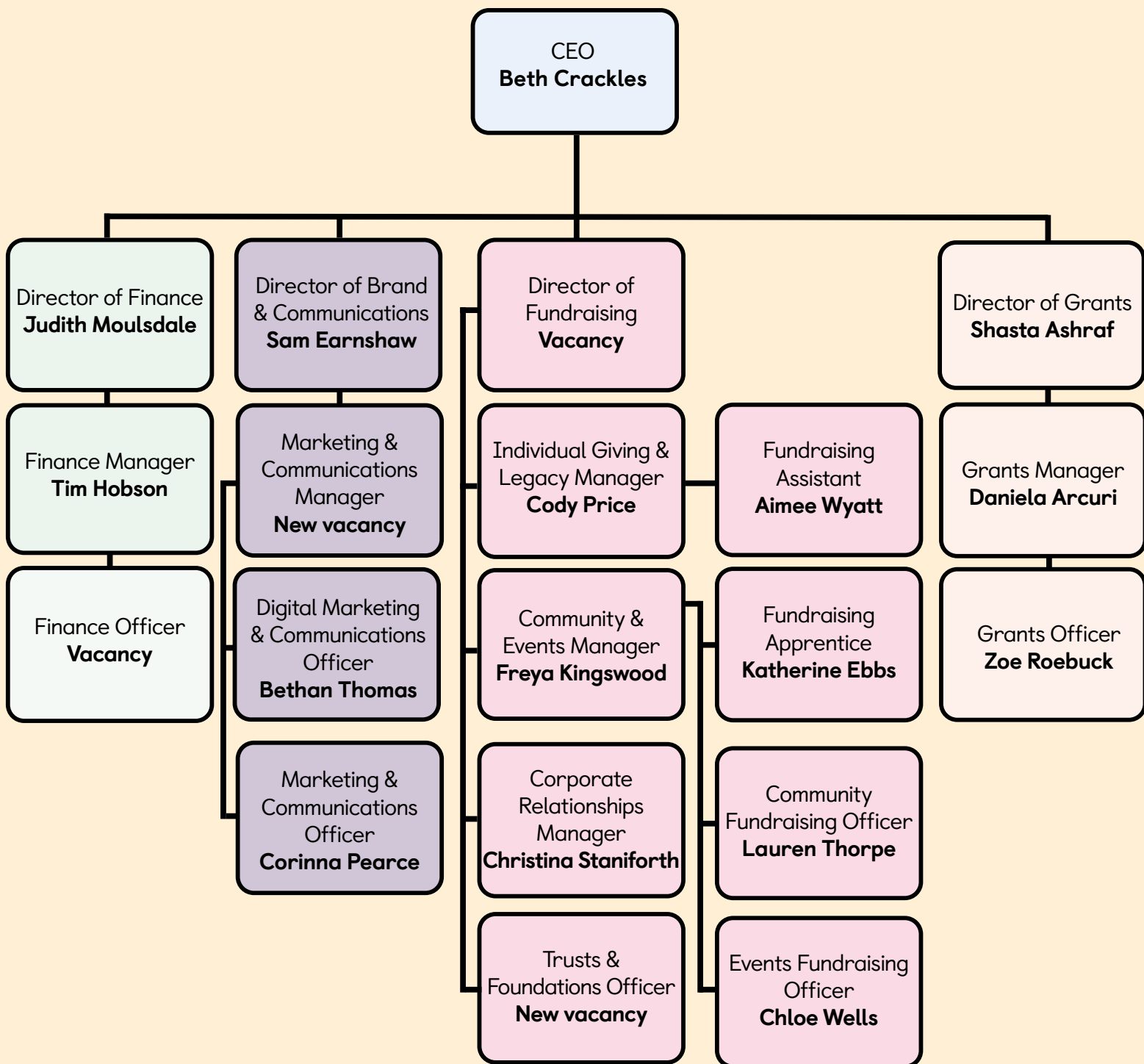


We help build a brighter future for the NHS in Sheffield. When funding, we ask, 'How will this help our Trusts now and in the future?'. As a charity, we aim to be financially and environmentally sustainable. When investing in our charity, we ask, 'Does this help build a sustainable organisation and a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

# Our structure



# Job description

## Marketing & Communications Manager

**Responsible to:** Director of Brand and Communications

**Responsible for:** Digital Marketing and Communications Officer, Marketing and Communications Officer

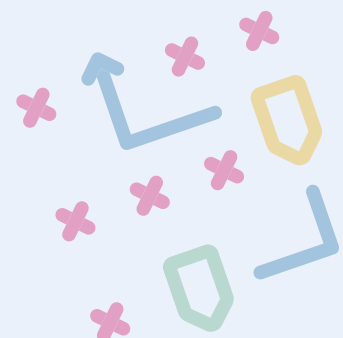
**Hours:** 1FTE – 37.5 hours per week, permanent

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

**Salary:** £38,000 – £42,000 FTE

**Key working relationships:** CEO, Directors, Managers, marketing and communications team and wider charity staff, Sheffield Teaching Hospitals NHS FT staff, Sheffield Health and Social Care NHS FT staff, charity supporters, volunteers, external agencies, press and media

**Equity and diversity:** Sheffield Hospitals Charity is committed to equity and diversity and we positively welcome applications from all backgrounds and sections of the community. Should you require any assistance in applying for the position, please get in touch. If you can do the job and bring a new perspective, we would love to hear from you.





# Purpose of the **role**

As Marketing and Communications Manager, you will play a key role in developing and implementing our brand and communications plans and maximising our digital assets to enable us to increase awareness, engagement and support.

You'll be an established marketing professional, with practical experience in helping shape and implement multi-channel marketing and communications plans. You will have the ability to source and interpret data to understand our audiences, measure the success of campaigns and optimise activities to achieve our objectives. Better storytelling and effectively communicating our impact is essential to achieving our goals and having the ability to proactively dig out and generate engaging content and case studies is key.

The role will involve delivering multiple, high impact, cross-organisational projects (often with competing deadlines!) and with that, the ability to prioritise, be focussed and adaptable is important.

You will work closely with your marketing and communications team to ensure their ongoing development, with our grants to identify and communicate projects and with our fundraising managers to develop support from new and existing audiences.



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

## **Planning and Delivery:**

- Help shape and deliver the brand and communications business plan that supports our ambition and core objectives
- Ensure consistent branding, messaging, and tone of voice across our campaigns, materials and channels
- Develop and own processes to effectively manage projects
- Be proactive and innovative, asking the question 'what if?'
- Create, plan and execute our marketing and communications campaigns utilising best channels
- Keep abreast of marketing trends, Trust information, sector developments and wider topical content to ensure we stay relevant and connected
- Work closely with Fundraising colleagues to plan and deliver effective appeals, campaigns and supporter communications
- Understand our database and target audiences to ensure our marketing and communications outputs are relevant, effective and achieve our objectives
- Develop and present reports for the Director of Brand and Communications, Board of Trustees, Finance & Performance Committee and SLT
- Ensure marketing and communications activities comply with legal and regulatory standards.

## **Digital Marketing:**

- Manage digital marketing activities, ensuring effective use of SEO, organic and paid social media, Google Ad Grants
- Monitor digital and social trends to keep the charity at the forefront of online engagement
- Optimise digital platforms and tools to grow our supporter engagement (CRM, email marketing, social media tools etc)
- Establish and manage KPIs to measure and track our progress

## **Communications:**

- Create and deliver high-quality and tailored communications to engage, inspire and motivate our audiences
- Work alongside the wide charity team to ensure our brand and messaging is consistent and impactful
- Develop and deliver compelling case studies and storytelling that clearly

communicates our impact to relevant audiences

- Maximise PR opportunities to amplify our impact
- Develop media relations, pitch to journalists and respond to media enquiries
- Proactively identify opportunities to broaden our reach and engagement
- Work closely with our beneficiary Trusts to maximise staff, volunteer and patient engagement

### **Integrated Campaigns:**

- Create, plan and manage integrated marketing campaigns that use the best mix of channels and messaging to engage supporters and stakeholders.
- Be bold and think differently. We need to achieve cut through and stand out

### **Content Creation:**

- Generate impactful stories and real case studies, bringing to life the important impact this charity has on the people of Sheffield and beyond
- Develop and manage content for our website, socials, newsletters, campaigns, PR, appeals, impact reports and supporter event

### **PR & Stakeholder Engagement:**

- Proactively help to identify and nurture relationships with potential high-profile supporters, influencers and media outlets to build profile and reach
- Help to secure positive coverage through relevant media outlets – local, regional, national, sector

### **Team and People Management**

- Manage, motivate and develop the marketing and communications officers whilst providing hands on support
- Effectively manage the performance and output of the marketing and communications team, ensuring that our KPIs and objectives are delivered
- Develop and deliver annual objectives and PDPs for direct reports
- Promote a positive and proactive culture within the team
- Encourage cross-team working and collaboration
- Coordinate with internal teams and beneficiary Trust comms stakeholders to ensure our efforts are communicated and receive buy in

N.B 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.

# What you'll bring

Experience and knowledge	Essential or Desired	Assessment A/I (Application/ Interview)
CIM Diploma or other relevant marketing qualification	D	A
Proven track record in marketing and communications	E	A
Experience of developing and implementing digital strategies to achieve organisational objectives	E	A,I
Significant experience of planning, creating and implementing multi-channel marketing and communication plans	E	A,I
Demonstrable experience of managing and motivating a team whilst managing own workload and outputs	E	A,I
Creative thinker with a passion for storytelling and building brand profile	E	A,I
Experience of uncovering and gathering information from across an organisation and writing engaging and inspirational content and copy.	E	A,I
Experience of working with agencies, media and external stakeholders	E	A,I
Ability to source and interpret data to understand target audiences	E	A,I



Experience and knowledge	Essential or Desired	Assessment A/I (Application/ Interview)
Strong organisational and project management skills, able to manage multiple projects simultaneously	E	A,I
Proficient in using digital marketing tools (e.g GA4, Looker studio, Hootsuite, Meta Business)	E	A,I
Strong knowledge of SEO and paid digital marketing	E	A,I
Design skills and experience with tools such as Adobe Creative Suite and Canva	D	I
Experience with email marketing platforms (e.g MailChimp)	E	A,I
Experience of working with a CRM system (e.g Beacon) and website content management systems	E	A,I
Ability to work calmly under pressure and balance competing priorities and deadlines	E	A,I
Strong attention to detail, demonstrating exceptional accuracy in copywriting	E	A,I
Knowledge of media and marketing legislation, copyright law, GDPR and the Fundraising Regulator	D	A,I
Able to work sensitively with patients, their families and NHS staff	E	A,I

# 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**

# Polly Symondson *Recruitment*

Polly Symondson Recruitment, our recruitment consultants, would welcome the chance to speak with you in more detail about the role.

[www.pollysymondsonrecruitment.co.uk](http://www.pollysymondsonrecruitment.co.uk)

Email the team ([info@pollysymondsonrecruitment.co.uk](mailto:info@pollysymondsonrecruitment.co.uk)) or call **01242 691683** for an informal chat.

Please send your CV and a supporting statement outlining how your experience matches the person specification and why you think you are the right candidate for the job to [info@pollysymondsonrecruitment.co.uk](mailto:info@pollysymondsonrecruitment.co.uk) quoting reference number: **2525**.

The supporting statement should be no more than two sides of A4.

Please note Sheffield Hospitals Charity will not accept direct applicants for this position.



## Key dates:

The closing date for applications is **22 April 2025**

Interviews with PSR: **23/24 April 2025**

Interview with Sheffield Hospitals Charity: **2 May 2025**, in person

If you are unavailable for the above interview day, please state your nearest possible availability in your covering letter.

## Polly Symondson Recruitment Statement:

We recognise that some of your experience may be from unpaid roles as well as paid employment – please include any voluntary work if it helps to show why you are the right candidate for the job.

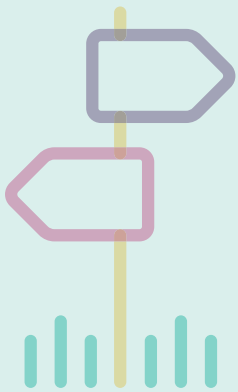
Don't meet every single requirement? We are dedicated to building a diverse, inclusive and authentic workplace, so if you're excited about this role but your past experience doesn't align perfectly with the job description, we encourage you to apply anyway. You may be just the right candidate.

We actively encourage applicants from diverse backgrounds especially from ethnically diverse, LGBTQ+ and disabled communities as well as those with lived experiences of tackling inequalities, as we believe diverse voices are instrumental in creating transformational change.

Sheffield Hospitals Charity, in compliance with the Equality Act 2010, will seek to make reasonable adjustments to overcome barriers to employment caused by disability and/or neurodiversity, and encourages applications from these candidates. If you need any reasonable adjustments please contact PSR on 01242 691683. We guarantee to offer an interview to those with a disability who meet the minimum criteria.



## 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)



sheffieldhospitalscharity



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sheffhospitalcharity



SHCFundraising