

Sheffield
Hospitals
Charity

Social Media & Digital Content Officer

Job Description

September 2026

Hello you!

I'm Sam, Director of Brand and Communications here at Sheffield Hospitals Charity (SHC).

I've got a couple of questions.

Are you a digital native with a passion for all things social media?

Can you create scroll stopping content that engages and educates your audiences and keeps them coming back for more?

If it's a 'hell yeah' then keep reading, this one's for you.

We're looking for a Social Media & Digital Content Officer to really own our social channels and support our ambition to make SHC the charity of choice for the people of Sheffield.

We've come a long way over the last few years defining our brand foundations, shaping our visual identity, honing our messaging, crafting our tone of voice, and engaging with our audiences in unique and impactful ways. But we're restless and we want to do more!

We are the charity for Sheffield's NHS. We exist to help them be the best they can be. Thanks to our supporters, we can improve healthcare throughout every stage of life for the people of Sheffield. That's a real privilege.

The more people hear about our work, understand the impact we have and the difference we make because of their generous donations, the more support they will want to give. It sounds simple, but to make sure our messaging cuts through in the busy, noisy world of social media will take a special kind of person with very special skills.

It will take someone who genuinely cares about the content they create, knows how it will work best by channel and understands the importance of social media within our communications mix.

It's not easy. No day is the same. It's busy and fast paced. It's proactive. It's reactive. And everything in between! It will take dedication, time, energy and effort. But it will be worth it because somewhere along the line our funding is likely to have helped you or someone you love. That's your reason why.

If you're open to a challenge and can help us to grow and maximise our socials then I'd love to hear from you.

We're a small but mighty team. Fancy joining us?

Sam Earnshaw, Director of Brand and Communications



We are Sheffield Hospitals Charity

With your support, we can improve healthcare throughout every stage of life, for the people of Sheffield.

Together, we help our hospitals, community teams, mental health and specialist services can cover costs that NHS budgets can't. This means you and your family benefit from the best possible care, research, technology and environments that improve health and wellbeing - from life's first to last moments, and everything in between.

Somewhere along the line, our funding is likely to have helped you, or someone you love. It's gone into welcoming little ones into the world, dealing with emergencies and routine check-ups, treating longterm conditions and improving mental health and end of life care.

We support Sheffield Teaching Hospitals (Jessops, the Royal Hallamshire, Northern General, Charles Clifford and Weston Park), and Sheffield Health Partnership, who provide mental health, learning disability and specialist services.

We also look after the people who look after you - as well as patient care, we support NHS staff with training, equipment and projects that improve their own wellbeing.

All of this is funded through our incredibly generous communities. The ones who play our lottery, raise money by jumping out of planes, running marathons, baking cakes, knitting, leaving gifts in wills, coming to events and making donations, in moments big and small.

With the help of people giving so generously, we're able to make sure the care you and your loved ones get is the best it can be.

Everything we do is down to the collective effort of those who care deeply about our local NHS.

Read about our work:

[Sheffield Hospitals Charity Impact Report 2024/25.](#)

Our vision

For everyone cared for and working in Sheffield's NHS to be treated with compassion, and to have access to the best equipment, treatments and recovery spaces.

Our mission

To cover costs that NHS budgets can't stretch to. To help Sheffield's hospitals, community teams, mental health and specialist services give the best possible care to people in our region, at every stage of life.

Our values and behaviours

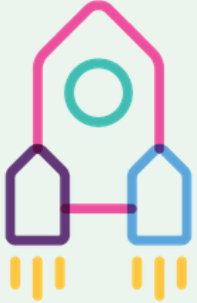


We do better together

To make sure we have the biggest impact possible, we work closely with the Trusts we support, alongside other organisations in the city. We help people give back to Sheffield's NHS in ways that suit them, and our own team of brilliant people encourage each other to be the best they 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 Sheffield's NHS.
- I look after and look out for my colleagues; lending a hand and lifting them up.



We go the extra mile

We uplift people. That goes for patients, NHS staff, supporters and employees, too. Everything we do is about going above and beyond what the NHS can provide, so we're always looking at how our funding can create the most benefit. It starts by asking, "how can we help?" - then we go the extra mile to make it happen. We celebrate the successes of our own team, and work hard to improve on everything we do.

Expected behaviours:

- I am audience-led, giving people the best experience of supporting, benefitting from, and working at, Sheffield's Hospital Charity.
- I am proactive and solutions-focused, bringing proposals and solutions to explore.
- When I can't help to deliver a task or solve a problem, I aim to find someone who can.

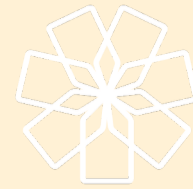


We look to the future

We're here for the long run. When funding anything, we think about how it will help Sheffield's NHS both now and in the future. As a charity, we aim to be financially and environmentally sustainable, and when we invest in ourselves, it's to help build a stronger organisation with a happy, productive team at the heart.

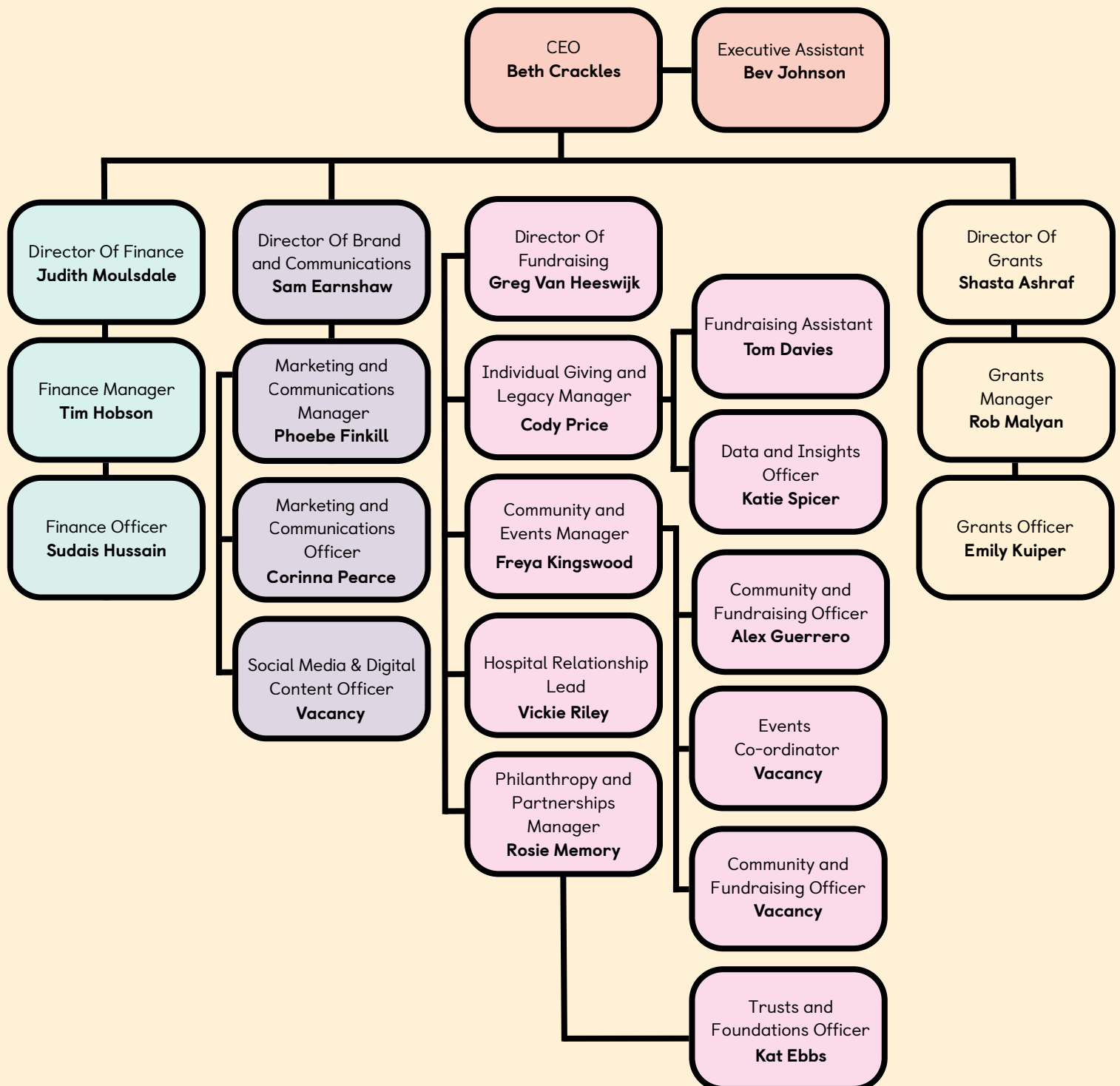
Expected behaviours:

- 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 share the ambition of the charity, bringing new ideas and ways of working to help us be better.



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Our structure



Job description

Social Media & Digital Content Officer

Position:

Social Media & Digital Content Officer

Responsible to:

Marketing and Communications Manager

Contracted Hours / Length:

Full-time – 37.5 hours per week

Work Location:

Leah's Yard, Sheffield

Salary:

£27,000 – £35,000 FTE (dependant on experience)

About the role:

As our Social Media & Digital Content Officer, you will play a key role in delivering Sheffield Hospitals Charity's marketing and communications strategy by maximising our social channels to drive awareness, engagement, and support. Reporting to the Marketing and Communications Manager, you will also work closely with the Director of Brand and Communications, the wider communications team, key stakeholders across the charity and our two beneficiary NHS Trusts.

In this role, you will be responsible for planning, creating, and executing creative content and innovative campaigns across our social media platforms. You will optimise our social accounts to achieve measurable results, support major appeals, and identify fresh opportunities to our profile. You will take an audience first approach, helping to engage and grow our online communities by sharing the impact of our work, real stories that matter, and encouraging people to get involved and show their support. By keeping up to date with digital trends, platform developments and changing audience behaviours, you'll identify opportunities, share learning and help evolve our approach to better engage our audiences.

This is a varied, dynamic role that requires excellent communication and organisational skills, along with demonstrable experience in social media, digital content creation and project management.

A passion for supporting Sheffield's NHS is at our core.

What you'll be responsible for

Digital Strategy and Content Management

- Developing and delivering a social media strategy to reach, engage and grow key audiences
- Creating compelling content that's authentic, tells stories, educates and clearly articulates the impact of our work
- Planning, managing, and optimising a social content calendar that supports evergreen content, fundraising and brand campaigns, aligns with our Trusts and allows for reactive content opportunities
- 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 learnt, and opportunities for future improvement
- Working with key departments such as our fundraising and grants teams, to deliver social content that helps to achieve our organisational objectives
- Creating compelling content through storytelling. Gathering, writing and sharing patient and staff experiences through our digital channels
- Working with graphic design tools (e.g. Canva, Adobe Creative Suite) to create standout assets
- Planning, filming, editing, and publishing short and long-form videos including case studies, interviews and events for use on our social channels and website
- Capturing and editing photography of event, patients, NHS staff and supporters for use on our digital channels
- Keeping up to date with digital trends, platform developments and changing audience behaviours to inform our content

Social Media Management

- Planning and managing all our social media accounts ensuring content is targeted and platform-specific, with a consistent tone of voice and positive public perception.
- Creating engaging, visually compelling, and timely social media content that aligns with the our objectives
- Planning, managing, and optimising paid social campaigns to ensure ROI
- Utilising content management systems, i.e. Hootsuite
- Reporting on activity and assisting with tracking and benchmarking tools, working closely with our Data and Insights Officer
- Monitoring channels and ensuring timely and effective responses to audience posts and comments
- Developing and managing relationships with social media creators and influencers to support our work
- Promoting a digital culture within SHC including training colleagues on social media where appropriate

Website Content Management

- Creating and maintaining website content ensuring it is relevant, engaging, impactful and up to date
- Working alongside external agencies contributing to the continued development of the website according to best practice, user experience and accessibility
- Working with the Data and Insights Officer to track and monitor website analytics
- Recommending improvements to the website through the use of data
- Working alongside external agencies to maximise our Google Ad Grant

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
- Supporting out of hours events with social media content

Person Specification

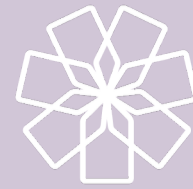
We recognise that no candidate is likely to meet every requirement perfectly. If you have most of the experience listed and feel you could bring the skills and approach needed to succeed in this role, we would strongly encourage you to apply.

Essential

- Demonstrable experience in creating and delivering a social media strategy that aligns with organisational objectives, increases brand awareness, engagement and conversions
- In-depth knowledge and understanding of social media platforms and how to optimise each channel for maximum reach and engagement
- Experienced in planning, creating and executing compelling social content that delivers against wider objectives
- Proven experience of day-to-day management and moderation of social media accounts
- Evidence of using data to benchmark digital performance inline with objectives and KPI's
- Video production experience able to storyboard, capture and edit content for use on social and digital channels (e.g use of Premier Pro, CapCut)
- Ability to capture and edit photography for use across social and digital channels
- Good knowledge of graphic design software to create stand out assets (e.g use of Adobe InDesign, Illustrator, Photoshop, Canva)
- A clear understanding of digital trends, platform developments and changing audience behaviours to inform content
- Creative thinker, embracing the what if?
- Excellent writing skills with a keen eye for detail and strong proof-reading skills
- Able to show sensitivity with people sharing their stories and experiences
- Confident communicator able to liaise comfortably with internal and external stakeholders
- Passionate about making a difference and helping to take SHC to the next level
- Confident working individually or as part of a team
- Excellent IT skills

Desirable

- Experience creating and maintaining engaging and impactful website content
- Good working knowledge of Mailchimp, Google Analytics, social media management tools i.e. Hootsuite
- Experience of using CMS platforms
- Experience of or interest in the charity sector



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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
- Enhanced leave policies (including sickness, maternity, paternity and adoption)
- Hybrid working and TOIL policies
- Excellent training and development opportunities
- Open plan offices at Leah's Yard in the heart of the city

FINISH RED SHOE WALK
raising funds for
dementia care in Sheffield



How to apply

Please send a CV and cover letter describing how you meet the job description and person specification to hrshc@shct.nhs.uk. Please keep your CV and cover letter to no more than two pages each. We will shortlist applications based on how well candidates meet the criteria outlined in the Person Specification. Please ensure you provide clear examples from your experience to demonstrate how you meet these requirements.

Applications close midnight, 17th September.

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 Bev Johnson.

We guarantee to offer an interview to those with a disability who meet the minimum criteria.

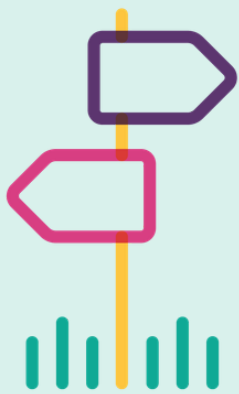
First interviews will take place on Thursday 24th September.

Second interviews will take place on Tuesday 29th September.

Before the interview we may provide candidates with a short task related to the role, and you will be asked to speak about this during the interview. This will be followed by a competency-based questions.



Where to **find us**



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



www.sheffieldhospitalscharity.org.uk



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