

## **Job Description & Person Specification**

Job Title: Marketing and Communications Officer  
Contract: Permanent  
Hours: Fulltime (37.5 hours per week)  
Location: Flexible, with time in the London (Hammersmith) Office  
Salary: £26,000 - £31,000 per annum plus benefits, depending on experience

### **About Starlight**

We are the national children's charity dedicated to using the power of play to make the experience of illness and treatment better for children and their families.

At Starlight, we are passionate about protecting this time of play, championing its importance and defending every child's right to it. Our passion takes us to the bedsides of the some of the most poorly children in the UK who are in hospital, often without hope of leaving. We use the power of play to create a sense of escape from the difficult reality in which these children find themselves. To delight and distract, entertain and enlighten them. But, most of all, to restore a smile to their faces, making moments of light when the day is at its darkest.

We now work with hundreds of hospitals and hospices to provide play, distraction and entertainment services which help to improve mental, physical, social and emotional wellbeing, even in the most challenging circumstances. We also run programmes of events and experiences, which create opportunities for children and their families to build social connections. Through the work we do and the people we work with, we listen, learn, and share knowledge, working with others towards systemic change in the provision of play in hospitals.

### **Our Strategy and the Marketing and Communications Officer role**

It is an exciting time to be joining Starlight - we have a new three-year strategy that will support and accelerate our mission to use the power of play to make the experience of illness and treatment better for children and their families. Alongside the new strategy, we have a new brand, a new website and a suite of exciting campaigns. If you want to join a small, ambitious and dynamic team that is working to make a difference to the lives of seriously ill children and their families, then this is the role is for you.

We are looking for someone to work as a key member of the Marketing team and with other key colleagues across the Fundraising department and the wider organisation, to support our work to drive change in the provision of play in hospitals and to increase reach and engagement with new audiences.

The successful candidate will deliver high impact, multi-channel marketing campaigns, develop case studies, support the Media & Communications Manager to generate media coverage, copywrite a range of marketing and fundraising materials and build relationships with celebrities and influencers.



We are looking for a communications all-rounder with skills across copywriting, marketing, media relations, content creation and digital and social media. The ideal candidate will be a proactive, creative problem solver ready to turn their hand to a wide range of projects and will like nothing more than the buzz of finding and creating compelling stories that inspire our audiences.

## Key Areas of Responsibility

1. Manage the charity’s case study library of families, play professionals and fundraisers. Work with colleagues to source case studies and lead on interviewing and writing up stories.
2. Be pro-active in helping to spot media opportunities for the charity and assist in the selling in of content to raise the profile of Starlight amongst target audiences.
3. Assist with celebrity ambassador and influencer liaison as part of planned campaigns, media opportunities and event attendance.
4. Be a copywriting and proof-reading resource for key fundraising, marketing, email, press releases and communications projects.
5. Monitor Starlight and relevant news coverage in the media and share internally.
6. Provide general support to the marketing and communications team specifically the Head of Marketing and Communications and Media & Communications Manager.

## Person specification

Requirement	Essential	Desirable	Evaluation*
Experience of working in a communications environment either in an agency or in-house		X	A / I
Experience of delivering and evaluating consumer facing marketing or PR campaigns	X		I
Proven ability to build successful internal and external working relationships		X	I
Project coordination experience – working with colleagues across different teams to drive activity to completion, delivering against deadlines and reporting on progress	X		A / I
Copywriting experience and an ability to write short/long copy for various requirements such as press releases, emails, customer information and media pitches.	X		A / I



Good interpersonal skills, ability to collaborate with a range of internal and external stakeholders	X		I
The flexibility to manage competing priorities and the ability to work well as part of a team or under own initiative	X		I
Experiencing of working with case studies, particularly when discussing sensitive issues		X	I
Experience working with and managing the collection and use of marketing assets and content		X	I
Able to work independently with minimal supervision to deadlines	X		I
Knowledge of the third sector		X	A
Good written and verbal communication skills: able to communicate at different levels and deliver key messages	X		I
An enthusiastic and flexible approach: able to work closely and adaptively with the immediate team and collaboratively across the entire organisation	X		I
Good judgement, initiative, and discretion, especially in times of crisis	X		I
Able to strike the balance between resilience, tenacity and good-humoured pragmatism in order to deliver results with and through people	X		I
Enjoy being part of a small team where individuals thrive on working outside of their designated roles from time to time to get things done.	X		I
Solid IT skills (Microsoft Office) and the ability to work with databases.	X		A

\*I = tested at interview, A= tested via cv / supporting statement

## What we offer

The opportunity and environment to be yourself and be your best. To have flexibility in where you work and the hours that you work. To join in, beyond your role, with our children and families, at events and activities. To work within a team with play at its heart.

A competitive salary and benefits package including ability to work flexibly between home and office, holiday entitlement of 25 days plus bank holidays increasing up to 30 days with service, office closed at Christmas in addition to holiday entitlement, matched pension contributions to 5%, life assurance, Vitality health cover, income protection, cycle to work scheme, season ticket loans.



## **To apply**

Please email your CV accompanied by a supporting statement which demonstrates how your experience matches the person specification and highlights your most relevant, recent experience for this role, to [recruitment@starlight.org.uk](mailto:recruitment@starlight.org.uk). In order to aid our diversity monitoring, please also complete and return the Diversity Monitoring Form, also by email, to [recruitment@starlight.org.uk](mailto:recruitment@starlight.org.uk). These forms will be used for data monitoring only and the information will be collated by someone outside of the selection team.

Closing Date: Sunday 5<sup>th</sup> June

First Interview: w/c 13<sup>th</sup> June

Second interview: w/c 20<sup>th</sup> June

We may interview before these dates and reserve the right to close the role earlier if we receive a number of high quality applications.



## **Additional Information**

### **Diversity Policy Statement**

We believe that everyone has the right to be treated with consideration and respect. Starlight is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity and productivity of each individual. We aim to ensure that all staff, volunteers, donors, partners, contractors, and the general public are treated fairly. This will be regardless of sex, sexual orientation, gender, marital or civil partnership status, ethnicity, disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status.

Starlight actively welcomes candidates from diverse backgrounds. If you are invited to an interview and need any adjustments made or have particular access needs please let us know at that stage.

### **Shortlisting**

Starlight is an equal opportunities employer and we are committed to ensuring all applications are treated fairly. All applications are subject to our shortlisting process; if you are shortlisted we will contact you and invite you to attend an interview on or before the dates in this document, please let us know on application if you have any difficulty with the dates. You will also be advised at this point if there will be any skills test, presentations etc. We may appoint to the role before the stated closing date if a suitable candidate is identified.

### **Employment Checks**

All offers of employment are made subject to the following criteria: proof of eligibility to work in the UK, proof of residency and satisfactory employment screening, enhanced DBS and two most recent references.