



TARPORLEY
WAR MEMORIAL HOSPITAL TRUST
Registered Charity Number: 700336

Communications Lead Job Description/Person Specification

Tarporley War Memorial Hospital Trust

Tarporley, Cheshire

Part-Time role (3-4 days per week). This is a permanent role, based mainly at the Tarporley office/hospital building. Some flexibility re working from home, but due to ad hoc admin requirements, this is mainly an office-based role.

Application Deadline: 31st July 2025

Tarporley War Memorial Hospital Trust is a progressive, community-focused charity. Our mission is to benefit the health and wellbeing of the local community by funding enhancements to services within our hospital and wider community, going above and beyond what the NHS provides.

We are seeking a talented Communications Lead to elevate our visibility and engage our community in our important work.

Role Overview

The Communications Lead will develop and deliver a strategic communications plan to promote the Trust's mission, projects and impact. This hands-on role requires creativity, excellent communication skills and a passion for community health and wellbeing. Working closely with the leadership team, including our Community & Engagement Lead, you will manage all aspects of internal and external communications to strengthen our profile and support our partnerships in local health & wellbeing projects. You will also have a focus on promoting fundraising opportunities. This role reports to the Trust's Business Manager.

Key Responsibilities:

Strategic Communications: Create and implement a communications strategy to raise awareness of the Trust's projects, campaigns, and community impact.

Media Relations: Develop and build on existing relationships with local partners, media outlets, and influencers to secure coverage in regional and community media.

Content Creation: Produce engaging content, including press releases, newsletters, blog posts, social media updates, and website content, to showcase the Trust's work. Engage with our key onsite partner - the Countess of Chester Hospital NHS Foundation Trust (CoCH) - to ensure the charity's aims and objectives are shared and promoted within CoCH's media output.

Social Media Management: Manage and grow the Trust's social media presence on platforms such as X, Facebook and Instagram to engage supporters and attract new audiences. Develop new social media channels.

Brand Management: Ensure consistent messaging and branding across all channels, reflecting the Trust's values of health & wellbeing, community, caring, openness and transparency.

Campaign Support: Collaborate with our community partners and other stakeholders to develop campaigns that drive community engagement and donations.

Event Promotion: Lead the promotion of Trust events, such as open days, the AGM, and fundraising activities, through dynamic promotional materials and targeted media outreach.

Monitoring and Reporting: Track media coverage, website and social media metrics, and campaign performance, providing regular updates to the leadership team.

Crisis Communications: Develop plans to manage reputational risks and handle sensitive communications effectively.

Additional responsibilities

Administration support: As a small, dedicated team, we pride ourselves on making a significant local impact and working flexibly to do so, so you may need to support day to day administration needs within our office-based team and within the charity shop.

Online sales development: Help develop our charity shop's online sales offering with administrative and creative support.

Person Specification:

Experience:

Experience in/examples of developing compelling social media content and/or managing social media accounts.

Ideally, you would have experience in communications, public relations, or marketing.

Knowledge of donor engagement, including CRM systems, would also be an advantage.

Skills:

Outstanding written and verbal communication skills, with the ability to tailor messages to diverse audiences.

Strong storytelling skills to highlight the Trust's objectives/impact.

Comfortable using digital tools (e.g. Canva, Hootsuite, Mailchimp) and content management systems.

Confident in pitching stories to local media and building media relationships.

Able to prioritise and manage multiple tasks, with a keen attention to detail.

Graphic design or video editing skills would also be desirable.

Qualifications:

Degree (or equivalent qualification or experience) in communications, journalism, marketing or a related field.

Personal Attributes:

Flexibility and a can-do attitude are key in a small, friendly, hard-working team.

You should be passionate about community health and wellbeing and the Trust's mission and values.

You must be creative, proactive and adaptable - a self-starter with a collaborative approach.

You should display strong interpersonal skills in order to engage with staff, volunteers, supporters and community stakeholders.

You should be familiar with the Tarporley/Cheshire community.

What We Offer:

The chance to make a meaningful impact on health and wellbeing in the Tarporley community.

A supportive and welcoming team environment where your contribution will be valued.

Flexibility in working arrangements to support a healthy work-life balance within a part-time schedule.

Opportunities to contribute creatively to a small, dynamic charity.

We pride ourselves on rewarding hard work and successful outcomes and offer a competitive salary commensurate with your experience and the charity sector.

Excellent company pension scheme.

How to Apply:

Please submit your CV and a cover letter outlining your suitability for the role and passion for our mission to info@twmh.org.uk by 31st July 2025.

Tarporley War Memorial Hospital Trust is an equal opportunities employer and welcomes applications from all suitably experienced/qualified individuals regardless of background.