



Wigan & Leigh Hospice



Recruitment pack

Marketing & Communications Manager
March 2025



Thank you for showing an interest in working for Wigan & Leigh Hospice.

Our services enable people with a life limiting illness to live well for as long as possible, by providing them, and those closest to them, with outstanding care.

Hospices play such an important role in their community, and Wigan & Leigh Hospice is no exception to that. We support almost 1400 people every year, when they need it most.

Our hospice services are only available thanks to the support of the local community who first came together just over 40 years ago to help us to open our hospice doors, and who continue to help us to keep our services running.

About the role

We are looking for an experienced Marketing and Communications professional to help us to promote the amazing work Wigan & Leigh Hospice does.

As Marketing & Communications Manager you will play a key role in raising the profile of the hospice, helping our community to better understand the services we offer. You will manage all of the hospice's internal and external communications channels, finding creative ways to engage patients and their families, supporters, staff and volunteers.

We're looking for someone creative, innovative and able to create great content that engages and influences.

You will work closely with a wide range of colleagues from across the hospice to provide advice and support with marketing and communications activities. This is an opportunity to make a real and meaningful difference to a charity that is very much rooted in this community.

The hospice is a charity which is firmly embedded in its community and relies on the support of that community to keep its services running. Often people are surprised that hospices rely so heavily on donations to deliver such essential services, but every day we need to raise £12,000 just to keep the hospice running.

Every day we see first-hand how the hospice supports this community and what impact this has. By joining Team Hospice, you'll be part of a dynamic, committed and values-led team which makes an important contribution to its community.

This is why good marketing and communication is essential, helping us to engage patients and their loved ones, supporters, donors and customers, as well as staff and volunteers.

What are we offering?

Salary: £36,888 - £38,928 per annum

Working hours: 37 hours per week. Monday to Friday 8.30am - 4.30pm (Friday finish at 4pm). Flexible working requests will be considered.

We are also proud to offer a wide range of benefits, including:

- A warm and welcoming working environment,
- Hybrid approach to working,
- 35 days annual leave inclusive of bank holidays, increasing with length of service,
- Contributory pension scheme,
- Free car parking,
- Subsidised lunches,
- Cycle to Work Scheme,
- Shopping, leisure and holiday discounts
- On demand GP,
- Westfield Health - Health Cash Plan
- Life Assurance,
- A range of wellbeing initiatives.



Role requirements

Our ideal candidate will be:

- Creative, innovative and able to create great content that engages and influences
- An excellent communicator, with the ability to engage a wide range of different audiences
- Passionate about what they do, with a drive to make a difference.
- A great team player, with a “can do” attitude
- A strong and supportive manager
- Solutions-focussed - an excellent problem solver

“One thing I’ve learned during my time at the hospice is just how many people come together to make a difference to the lives of our patients and their loved ones, providing care and comfort when they need it most.”

Person Specification

Qualifications and Experience	<p>Essential</p> <ul style="list-style-type: none">• Experience of working in a marketing or communications role at a senior officer or manager level• Experience of developing and delivering integrated campaigns that deliver against organisational objectives• Experience of developing and delivering digital communication plans• Experience of developing and maintaining strong relationships <p>Desirable</p> <ul style="list-style-type: none">• Experience of working in a charity or similar organisation• Experience of working with service users or customers to collect stories and case studies that demonstrate organisational impact.• Experience of providing communications support for fundraising campaigns• Experience of management / supervision• Relevant professional qualification (CIM, CIPR etc)
Skills and Abilities	<p>Essential</p> <ul style="list-style-type: none">• Excellent organisational skills• Strong written skills and the ability to write for a variety of audiences• Excellent verbal communication skills• A solutions-focussed, creative, problem solver• Ability to respond quickly to crisis or challenging situations• Excellent IT skills including, Microsoft Word, Excel, internet, website CMS systems, email, Canva or similar design package, Google Ads and analytics tools, social media adverts and analytics. <p>Desirable</p> <ul style="list-style-type: none">• Ability to produce and edit video content
Personal Qualities & Attributes	<p>Essential</p> <ul style="list-style-type: none">• Team player with a positive, professional approach, who earns trust and respect• Emotionally resilient, flexible and open to change• Understanding of and empathy a hospice environment



How to apply

Applicants should submit their CV along with a supporting cover letter stating how they meet the criteria detailed in the person spec to hr@wlh.org.uk

The deadline for applications is Monday 21 April 2025. Interviews will be held at Wigan and Leigh Hospice w/c 28 April 2025.

If you would like to discuss the role further, please contact hr@wlh.org.uk to arrange this.