

Stories & Content Officer

- Salary:** circa. £30,000 p.a. (depending on experience)
- Reports to:** Head of Marketing & Supporter Growth
- Location:** Nottingham Hospitals Charity Office (City and QMC campus)
with hybrid/flexible working options
- Hours:** Full time, 37.5 hours per week

This is your opportunity to make a real difference for Nottingham Hospitals Charity!

For 20 years, Nottingham Hospitals Charity has supported Nottingham University Hospitals NHS Trust (NUH) to enhance patient care, support staff wellbeing and fund pioneering research across Queen's Medical Centre, City Hospital and Ropewalk House.

As one of the biggest NHS charities in the UK, Nottingham Hospitals Charity has raised over £65million over the past 20 years, to fund state-of-the-art specialist equipment, medical research projects, enhancements to the hospital environment and staff support programmes.

We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join us.

Stories & Content Officer

The Stories & Content Officer is responsible for developing and delivering an integrated, diverse stories and content plan and framework to support Nottingham Hospitals Charity.

Reporting to the newly created Head of Marketing and Supporter Growth, this role is responsible for the development of compelling, purposeful content and stories, working across digital and offline channels. Through this, the role contributes to showcasing our charity's work and impact, driving our fundraising ambitions, and raising overall brand awareness. The Stories & Content Officer supports all teams across the organisation, creating relevant, timely content for multiple campaigns simultaneously.

Key Responsibilities

Strategy and Planning

- Develop and deliver the stories plan for the organisation, liaising with key internal and external stakeholders across the charity and NHS Trust.
- Execute a comprehensive content plan that aligns with the charity's goals, target audience and brand identity.
- Work closely with the Grants and Fundraising teams to plan and capture appropriate case studies, donor stories and impact examples.

Content Creation

- Create high-quality and compelling content across multiple platforms, including websites, blogs, social media and email marketing campaigns.
- Research, gather and sensitively write/collate stories content for placement across channels, in a variety of different formats including written, video, animation, photography and graphics.
- Work with external agencies, photographers and videographers producing video or animated content featuring the people we support.
- Ensure diversity of voices across all storytelling, in line with our charity's Diversity, Equity and Inclusion Strategy.

Planning and Process

- Maintain robust story gathering systems and processes to identify and support people who have actively opted to share their stories, ensuring robust consent, safeguarding and risk assessment procedures are in place and adhered to.
- Manage a database of stories and track their use across our charities to ensure we maximise their potential across our channels and events.

Stakeholder Management

- Develop excellent working relationships across a complex structure, collaborating with cross functional teams to gather information and develop content that supports charity goals.

Role responsibilities are not exhaustive, and you would be reasonably expected to take on wider tasks that are commensurate with the level of your role.

About You

Skills, abilities, and attributes

- Excellent written and oral communication skills
- Creative skills, particularly in creating copy, images, videos and graphics for a variety of digital channels
- Strong digital communication skills
- Excellent organisational skills and time management skills – planning and managing diverse workload with the ability to meet deadlines
- Ability to think creatively and develop original concepts/thoughts
- Ability to engage and build relationships with a wide range of stakeholders
- Ability to work as part of a team, in a hybrid working model
- Ability to deal with confidential information

Knowledge, experience and qualifications

- Experience of creating written and video content for different audiences (Essential)
- Experience of using content management systems (CMS) (Essential)
- Experience of interviewing people, including those where sensitivity is required (Essential)

- Working with a wide range of external and internal stakeholders, including people from a wide range of backgrounds (Essential)
- Communications and marketing experience (Essential)
- Graphic design experience using tools such as Canva (Essential)
- Understanding of best practice with relation to consent processes and data protection (Essential)
- Experience of image and film editing software, such as CapCut, Photoshop, Illustrator and Premier Pro (Essential)
- Experience within a third sector environment (Desirable)
- Experience within a health sector environment (Desirable)

What We Offer

- Salary circa. £30,000 p.a. (depending on experience)
- Flexible, hybrid working (3 days onsite at City Hospital)
- 27 days annual leave (plus Bank Holidays)
- NHS pension continuation or equivalent employer contribution
- Opportunity to make a real impact during a landmark year for Nottingham Hospitals Charity

How to Apply

Please submit your CV and a short supporting statement (maximum two pages) explaining how you meet the requirements of the role to lisa.halsall2@nhs.net by 16th October 2026.

Interviews are expected to take place in week commencing 26th October at our office at City Hospital, Nottingham.