

ALDER HEY CHILDRENS CHARITY

Job title: PR, Communications & VIP Engagement Manager

Salary: £39,428-£50,450

Hours: 37.5 hours per week

Location: Mix of home working and office based (office is at Alder Hey, Liverpool). Hybrid working available.

About us

Alder Hey Children's Charity raises vital funds to help make Alder Hey Children's Hospital a truly world-class, patient-friendly hospital for the 450,000 patients and families we care for every year.

The charity helps to fund a range of activities and projects that are designed to enhance and improve the lives of our amazing young patients. This includes the funding of specialist medical equipment to ensure our brilliant surgeons and clinical staff have the most up to date and cutting edge technology available and funding hi-tech distraction equipment designed and proven to reduce pain and anxiety in our patients. We also fund a range of programmes and special projects such as our ward musicians, our on-site magician and the play specialists we have on every ward.

About this role

Are you passionate about using the power of storytelling, media and influential voices to create lasting change for children and young people?

This is an exciting opportunity to join Alder Hey Children's Charity as our Communications, PR & VIP Engagement Manager, helping us deliver our vision of a healthier, happier and fairer future for every child and young person.

Every day, Alder Hey Children's Charity works to create magical moments, fund pioneering research, invest in world-leading innovation and champion better health and wellbeing for children. As part of our ambitious team, you'll play a vital role in sharing these stories, inspiring support and helping more people understand the difference they can make.

You'll lead the Charity's public relations, media and VIP engagement programme, developing creative campaigns that raise awareness, strengthen our reputation and grow our impact. Working alongside colleagues across fundraising, marketing, advocacy and Trust communications, you'll secure high-profile media coverage and build meaningful relationships with celebrities, ambassadors, influencers and public figures who share our passion for improving children's lives.

This is a varied and rewarding role that combines strategic thinking with hands-on delivery. You'll help shape how the Charity is seen, ensure our incredible stories reach new audiences and harness the support of influential advocates to drive fundraising, awareness and policy change.

If you're an experienced communications professional with outstanding media instincts, exceptional relationship-building skills and a passion for making a difference, we'd love to hear from you.

Key Responsibilities will include:

- **Leading the Charity's PR and media programme**, identifying and delivering proactive communications opportunities that raise awareness, strengthen our reputation and showcase the impact of our work.

- **Developing engaging communications and storytelling** across press, digital and campaign channels, ensuring consistent messaging that supports fundraising, advocacy and organisational priorities.
- **Building and nurturing relationships with celebrities, ambassadors, VIP supporters and media contacts**, creating meaningful partnerships that champion Alder Hey Children's Charity and inspire wider support.
- **Planning and delivering high-profile visits, events and campaign moments**, working collaboratively across the Charity and Trust to create memorable, safe and impactful experiences.
- **Working closely with colleagues across fundraising, marketing, advocacy and Trust Communications** to deliver integrated campaigns, maximise opportunities and protect the Charity's reputation.
- **Monitoring and evaluating communications and VIP engagement activity**, using insight and learning to continually improve our impact, profile and supporter experience.

Other Duties

- Be an outstanding advocate for Alder Hey Children's Charity in line with the core values of the organisation.
- Be an active and supportive member of the Alder Hey Children's Charity team, contributing to the team's development and working collaboratively with colleagues and volunteers.
- Attend and support events run by fundraising teams where required, including occasional out-of-hours working.
- Gain and maintain an in-depth knowledge and understanding of the charity's work, priorities and future plans.

Please see the attached Job Description and Person Specification for more information.

Our Values

At Alder Hey Children's Charity, our values guide how we work. Being courageous, working together, showing passion and embracing creativity enables us to support the hospital in delivering the very best care for young patients and their families.

Courage

We try new things, take risks and innovate. We speak up, take accountability and act with responsibility.

Together

We work as one team, sharing knowledge and learning. We partner with patients, families, supporters and colleagues.

Passion

We are passionate about what we do and inspire others.

Magic

We are creative, fun and child-led, creating special moments and going the extra mile.

Additional Information

In April 2025, the charity adopted a four-day working week policy. Staff previously working 37.5 hours now work 30 hours across four days, maintaining full pay while supporting a better work-life balance.

This job description outlines the general nature of the role and is not exhaustive. It may be subject to change in line with organisational needs.

Alder Hey Children's Charity will make reasonable adjustments where required and is committed to equal opportunities and safeguarding children and vulnerable adults.

The post holder will be required to complete an enhanced DBS disclosure check.

How to apply

You can apply by clicking the link below. Applications must include your CV and a covering letter (no more than one side of A4) which answers the following questions:

- How do you meet the person specification? If you don't exactly meet all of the role requirements but have transferable skills please do consider applying and provide details as part of your answer.
- Why do you want to work for Alder Hey?

Additional information is included within the Job Description and Person Specification. If you have any questions about the role please contact: hrcharity@alderhey.nhs.uk

Closing date: Monday 24th August, 12pm

Interviews will be held in person at Alder Hey on Tuesday 8th September 2026