

Make a Difference Gift your time



Being there for *you*
and *your family*

Volunteer Opportunity

Team:	The People Team (HR)
Hours per week?	Suggested half a day a week
Where?	Remote working or at the hospice

How will you make a difference?

We are offering an exciting project-based volunteer opportunity focused on enhancing our Employee Value Proposition (EVP) and Employer Branding strategy, with a particular focus on clinical roles such as Nursing.

You will play a key part in shaping how we attract and retain talent by helping to define what makes us an employer of choice.

What will you be doing?

- Research and analyse our current EVP to identify what sets LOROS apart, with specific regards to other healthcare employers.
- Use insights from the research to develop clear and compelling employer brand guidance that will be used to communicate our value to potential and current employees.
- Implement this brand strategy across various platforms, by claiming and optimising our Glassdoor and Indeed pages.
- Review employee reviews, postings, and feedback, and help devise responses that reflect LOROS values.
- Encourage engaged employees to leave reviews and testimonials to boost our employer presence online.
- This opportunity will allow you to contribute meaningfully to how we engage with both potential and current colleagues, ensuring our employer brand aligns with our values and mission.

What skills will you need?

- **Research and Analytical Skills:** the ability to gather, assess, and synthesise information related to EVP and the labour market.
- **Communication:** strong written communication skills to develop clear, concise Employer Branding guidelines.
- **Project Management:** the ability to manage multiple tasks, from research to implementation.
- **Familiarity with Online Platforms:** experience with platforms like Glassdoor and Indeed, and understanding of social media and online reviews would be beneficial.
- **Collaboration:** able to work with various internal stakeholders, including HR and marketing teams, to ensure alignment on employer branding strategies.

This opportunity might well suit a student in HR Management or Business studies. However, it would suit anyone with an interest in People. An interest in understanding motivation theory, combined with an interest in recruitment, would be beneficial.

What will you get out of this?

- **Experience!** You will develop and implement an EVP strategy from start to finish, gaining direct experience with employer branding.
- **Skills Development:** sharpen research, marketing, and project management skills.
- **Exposure to HR Processes:** gain insight into how an HR team operates and contributes to overall organisational strategy.
- **Portfolio Building:** use this project to demonstrate an ability to enhance a company's employer brand, which can be a powerful addition to your CV.

This project is ideal for someone looking to gain HR, marketing, or branding experience and wants to make a tangible impact on how a company is perceived as an employer.

How will we support you?

- Induction to LOROS
- Basic training and guidance

You will report to the Director and have regular 1:1s to review project progress and to check in on wellbeing and if the project is meeting your expectations.

Essential Requirements

- Over 18 years of age
- A successful DBS Check

Next steps?

Please forward your C.V and covering letter to: Volunteers@loros.co.uk



Our vision and mission

Vision

(Our long term aspiration for our society)

Everyone with an incurable illness has the right to excellent care. This should value and respect their uniqueness and their own choices. People should be enabled to live and die with dignity and with appropriate and compassionate support for themselves and their loved ones.

Mission

(Our goals and activities in working towards our Vision)

LOROS is a charity whose aim is to enhance the quality of life of adult patients with cancer, progressive neurological conditions and end-stage organ failure for whom curative treatment is no longer possible. Patients are treated at the Hospice and in the community based upon clinical need, regardless of background and the ability to pay.

LOROS specialises in holistic, multidisciplinary care, focused on the whole person and including family and carers. The care given takes into account the patients' physical, psychological, social and spiritual needs as well as their own choices. Family members are supported in adjusting to loss and bereavement.

LOROS contributes to the education and training of its own and other health and social care professionals and of volunteers. The charity is also committed to research in order to improve the understanding and practice of palliative care.

loros.co.uk

Registered Charity No: 506120

LOROS

Hospice Care for Leukaemia, Lymphoma & Blood

Being there for you
and your family



Our values and behaviours



Professional

Showing respect to patients and families, as well as members of our community, staff and volunteers.



Focused

On exceptional quality service and support for patients and families whilst listening, learning and adapting to their diverse needs.



Collaborative

Working together as colleagues and with local, regional and national partners to grow meaningful relationships and achieve sustainability.



Compassionate

Showing kindness, discretion and sensitivity as we care for our patients, families, our community, staff and volunteers.



Trustworthy

Be honest, reliable and consistent, showing respect and dignity in everything that we do.



Accountable

To our patients, their families, our community, staff, volunteers and external organisations/bodies.

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LOROS

Hospice Care for Leicestershire, Leicestershire & Rutland

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