

JOB DESCRIPTION

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| **JOB DETAILS** | |
| **Job Title** | Communications Officer |
| **Reports to** | Senior Communications Manager |
| **Band** | 5 |
| **Department/Directorate** | Strategy |

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| **JOB PURPOSE** |
| As a newly merged organisation emerging from a global pandemic, the Royal Devon University Healthcare NHS Foundation Trust faces a number of challenges. Our emergency and urgent care services are stretched, staff are tired and we need to address our waiting lists, so we can improve the care we offer to our patients.  We also have a number of opportunities, including amazing teams, new facilities, investment in extra service capacity, and learning from how agile we were in responding to the pandemic. In July 2022, we implemented a common electronic patient record across our Trust and we are looking at how we can transform the care we provide for the future. In order to truly transform our services, we need to use those opportunities to meet those challenges and in July 2022, we launched our Trust strategy for the next five years: Better Together.  The Communications Officer – Northern servjces will support the Trust to deliver its strategy through telling the story of the work we are doing to our staff, Governors, members, partners, patients and public. They will do this through using a variety of communications methods and channels, with a particular focus on our Northern services. They will seek opportunities to both proactively and reactively communicate important messages and celebrate success both internally and externally.  The postholder will work within the Communications and Engagement team, who are responsible for strategic communications delivery and staff, patient, member, Governor and stakeholder engagement. The post holder will be expected to work with the Head of Communications and Engagement, Senior Communications Managers and team to ensure the provision of high quality, professional communications services to successfully engage internal and external stakeholder groups. The post holder will use their own initiative to identify communication needs and opportunities.  They will build key relationships with all internal stakeholders - including the Executive team, Senior Leaders, Clinical Directors, Lead Clinicians, Heads of Departments and Trust-wide staff - Governors, members, patients, general public, media, NHS England and Improvement, GPs and the Integrated Care System for Devon.  This role is suited to someone who has a pragmatic approach to managing deadlines and enjoys working in a fast-paced environment. |
| **KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES** |
| * Plan and implement a range of multimedia communication projects and campaigns * Receive, log and respond to media enquiries; meet and supervise media representatives on Trust property; write and distribute press releases and features and monitor media coverage * Plan and implement social media campaigns and monitor Trust social media platforms * Gather information and produce content for digital and print corporate publications * Take and edit photographs and video using professional software and commission commercial photographic/video services as required * Perform basic graphic design work using professional software and commission commercial graphic design services where required * Support the Communications Manager in providing communications, media and social media training for staff * Update and maintain content on Trust intranet * Support ad hoc marketing activities and campaigns * Provide event management support to the Communications and Engagement team – both face to face and virtual * Maintain media monitoring database and compile reports in line with the remit of the role, for example detailing media and social media coverage or stakeholder liaison activity * Represent communications at a number of key operational and strategic meetings * Deputise where appropriate for the Communications Manager * Work with the wider communications and engagement team, sharing knowledge and providing cross-cover as required |
| **KEY WORKING RELATIONSHIPS** |
| The post holder is required to deal effectively with staff of all levels throughout the Trust, the wider Healthcare community, external organisations and the public. This will include verbal, written and electronic media.  Of particular importance are working relationships with:   |  |  | | --- | --- | | **Internal to the Trust** | **External to the Trust** | | * Head of Communications and Engagement * Senior Communications Manager * Members of communications and engagement team * Director of Strategy * Chief Executive Officer * Executive Directors * Non-Executive Directors and Chair * Governors * Senior Leaders * Heads of Departments and Senior Managers * Lead clinicians * All Trust staff * Staffside and Trade Union representatives | * Media (local, regional, national, specialist) * Foundation Trust Members * Members of the public * Patients/service users * Carers/visitors * Donors and fundraisers * Volunteers * Communications colleagues across Integrated Care System * MPs, Councillors, Healthwatch, Leagues of Friends | |  |  | |  |  | |  |  | |

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| **ORGANISATIONAL CHART** |
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| **FREEDOM TO ACT** |
| The postholder is required to manage their own workload, within the team environment and will be expected to act independently, following internal procedures and processes for sign-off and escalation. |
| **COMMUNICATION/RELATIONSHIP SKILLS** |
| Ability to convey specialist, technical or complex information in Plain English to different audiences, both verbally and in writing, with an understanding of the working relationships between the Trust and external partners, excellent communication skills with an attention to detail and accuracy; trusted with sensitive and confidential information and aware of political, legal and wider perspectives and interests. |
| **ANALYTICAL/JUDGEMENTAL SKILLS** |
| Must be able to prioritise and make prompt decisions about how to respond to media and social media activity, often responding with the pressure of a deadline. Must be able to work with a range of individuals and information, some of it sensitive or confidential, and decide how best to present that information to external audiences. |
| **PLANNING/ORGANISATIONAL SKILLS** |
| Professional telephone and interpersonal skills and manner at all times. As a principal point of contact for media, social media, internal and public enquiries and requests, the postholder must prioritise and manage their workload. The postholder will organise campaigns, events and media opportunities, sometimes at short notice. |
| **PATIENT/CLIENT CARE** |
| The postholder will be required to advise stakeholders and members of the public on their involvement with any media activity relating to the Trust and respond to their queries. |
| **POLICY/SERVICE DEVELOPMENT** |
| The postholder will be required to follow communication policies and procedures and contribute to their review and development. |
| **FINANCIAL/PHYSICAL RESOURCES** |
| The postholder will be required to follow Trust policy and guidance when ordering services with a commitment to good value for public money. Place orders for goods and services as required. Use the departmental photographic and video resources to collect content for online communication channels. |
| **HUMAN RESOURCES** |
| The post holder will not have any direct line management responsibility, but may be involved in inducting new employees to team processes and procedures. |
| **INFORMATION RESOURCES** |
| The postholder will prepare content for corporate publications in print and online, maintain databases and shared corporate electronic folders as required for the team, maintain a media monitoring service, use the photographic archiving storage folders and use internet and intranet management systems. |
| **RESEARCH AND DEVELOPMENT** |
| The post holder may be required to undertake or assist in surveys and audits within the scope of the role. |
| **PHYSICAL SKILLS** |
| The post holder will require driving skills or access to an appropriate means of transport.  They will also require standard keyboard skills, and skills in photography and filming, with the ability to use multiple IT and media tools to present information in meaningful ways to various audiences, for example Canva, audio and visual editing suites, and webinar software.  The post holder may have to travel to Trust sites as required by their duties.  To facilitate flexible working, the post holder will be required to carry a laptop computer (approx. 3kg). |
| **PHYSICAL EFFORT** |
| * Frequent use of computers and Microsoft Teams. * Frequent periods of walking around site to visit wards and departments. * Regular travel between sites as post works across the organisation (although some remote working will be supported). * Frequent standard driving skills are needed to drive within and external to the Trust to attend meetings and visit wards and departments. * Frequent requirement to carry documents to meetings due to cross-site working. |
| **MENTAL EFFORT** |
| * Intense concentration and foresight required when considering the impact of an event on the Trust’s reputation and ability to deliver services. * The ability to join complex ideas and similar projects across the Trust and create central messaging and alignment to the Trust’s strategic objectives. * Ability to reassess priorities in an ever-changing environment i.e. dealing with urgent media enquiries/unforeseen incidents. * Frequent requirement to prioritise and reprioritise workload. * Unpredictable workload and work patter, due to frequent interruptions requiring urgent problem solving. * Able to work unsociable hours on occasion. |
| **EMOTIONAL EFFORT** |
| The postholder will sometimes have to respond to difficult organizational circumstances, sometimes dealing with people who are in the midst of distressing or emotional events. |
| **WORKING CONDITIONS** |
| * Uses display screen equipment for substantial proportion of the day. * Hybrid model with some remote working and some site-based working (2-3 days per week) * Average office conditions when on site but frequent requirement to use transportation across Trust sites. * The post holder may be subject to verbal aggression and potentially distressed people. |
| **OTHER RESPONSIBILITIES** |
| Some flexibility regarding working hours to ensure service for media enquiries and attendance and participation in meetings and events: infrequently out of office hours and very occasionally at weekends.  Take part in regular performance appraisal.  Undertake any training required in order to maintain competency including mandatory training, e.g. Manual Handling  Contribute to and work within a safe working environment |
| **GENERAL** |
| This is a description of the job as it is now. We periodically examine employees' job descriptions and update them to ensure that they reflect the job as it is then being performed, or to incorporate any changes being proposed. This procedure is conducted by the manager in consultation with the jobholder. You will, therefore, be expected to participate fully in such discussions. We aim to reach agreement on reasonable changes, but if agreement is not possible, we reserve the right to insist on changes to your job description after consultation with you.  Everyone within the Trust has a responsibility for, and is committed to, safeguarding and promoting the welfare of vulnerable adults, children and young people and for ensuring that they are protected from harm, ensuring that the Trust’s Child Protection and Safeguarding Adult policies and procedures are promoted and adhered to by all members of staff.  All colleagues are expected to comply with Trust Infection Control Policies and conduct themselves in such a manner as to minimise the risk of healthcare associated infection  As an employee of the Trust, it is a contractual duty that you abide by any relevant code of professional conduct and/or practice applicable to you. A breach of this requirement may result in action being taken against you (in accordance with the Trust’s disciplinary policy) up to and including dismissal.  You must also take responsibility for your workplace health and wellbeing:   * When required, gain support from Occupational Health, Human Resources or other sources. * Familiarise yourself with the health and wellbeing support available from policies and/or Occupational Health. * Follow the Trust’s health and wellbeing vision of healthy body, healthy mind, healthy you. * Undertake a Display Screen Equipment assessment (DSE) if appropriate to role.   The Royal Devon is a totally smoke-free Trust. Smoking is not permitted anywhere on Trust property, including all buildings, grounds and car parks. For help to quit call 01392 207462.  T*his is* |

PERSON SPECIFICATION

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| **Job Title** | Digital Communications Officer |

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| **Requirements** | **Essential** | **Desirable** |
| **QUALIFICATION/ SPECIAL TRAINING**  Degree-level education with experience of working in a professional communications/public relations/journalism role  Experience of MS Office (Word, Powerpoint and Excel)  Experience of publishing online using a content management system  Experience of using professional design and photo editing software (InDesign, Photoshop) | X  X | X  X |
| **KNOWLEDGE/SKILLS**  Good general knowledge of the NHS  Excellent verbal, written and multimedia communications skills – ability to convey clearly complex and specialist information to a lay audience  Able to communicate ideas and instructions clearly and professionally to colleagues, external stakeholders and journalists  Ability to plan and implement social media campaigns  Able to analyse and present information  Ability to work to tight deadlines, organise & manage workload and prioritise, plan & implement a range of activities, meetings and communications activity  Design skills and use of professional design software  Photographic and video skills and use of professional editing software | X  X  X  X  X  X  X | X |
| **EXPERIENCE:**  Experience of working with the media  Experience of using social media in a professional setting and developing social media campaigns  Previous experience of managing competing & tight deadlines  Experience of working in the NHS  Experience of writing material for publication – both online and in print | X  X  X  X | X |
| **PERSONAL ATTRIBUTES**  Confident clear communicator  Confident and measured in pressured work environment  Discreet & respectful of confidentiality & dignity of others  Team player who can work on own initiative unsupervised  Sociable networker to foster trust & working relationships | X  X  X  X  X |  |
| **OTHER REQUIREMENTS**  Behaves in line with the Trust’s values  Driving or access to appropriate means of transport  Some flexibility regarding working hours to ensure service for media enquiries and attendance and participation in meetings and events infrequently out of office hours and very occasionally at weekends | X  X | X |

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|  | | **FREQUENCY**  **(Rare/ Occasional/ Moderate/ Frequent)** | | | |
| **WORKING CONDITIONS/HAZARDS** | | **R** | **O** | **M** | **F** |
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| **Hazards/ Risks requiring Immunisation Screening** | |  |  |  |  |
| Laboratory specimens | Y/N |  |  |  |  |
| Contact with patients | Y/N |  |  |  |  |
| Exposure Prone Procedures | Y/N |  |  |  |  |
| Blood/body fluids | Y/N |  |  |  |  |
| Laboratory specimens | Y/N |  |  |  |  |
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| **Hazard/Risks requiring Respiratory Health Surveillance** |  |  |  |  |  |
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| Solvents (e.g. toluene, xylene, white spirit, acetone, formaldehyde and ethyl acetate) | Y/N |  |  |  |  |
| Respiratory sensitisers (e.g isocyanates) | Y/N |  |  |  |  |
| Chlorine based cleaning solutions  (e.g. Chlorclean, Actichlor, Tristel) | Y/N |  |  |  |  |
| Animals | Y/N |  |  |  |  |
| Cytotoxic drugs | Y/N |  |  |  |  |
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| **Risks requiring Other Health Surveillance** | |  |  |  |  |
| Radiation (>6mSv) | Y/N |  |  |  |  |
| Laser (Class 3R, 3B, 4) | Y/N |  |  |  |  |
| Dusty environment (>4mg/m3) | Y/N |  |  |  |  |
| Noise (over 80dBA) | Y/N |  |  |  |  |
| Hand held vibration tools (=>2.5 m/s2) | Y/N |  |  |  |  |
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| **Other General Hazards/ Risks** | |  |  |  |  |
| VDU use ( > 1 hour daily) | Y/N |  |  |  | X |
| Heavy manual handling (>10kg) | Y/N |  |  |  |  |
| Driving | Y/N |  |  | X |  |
| Food handling | Y/N |  |  |  |  |
| Night working | Y/N |  |  |  |  |
| Electrical work | Y/N |  |  |  |  |
| Physical Effort | Y/N |  |  |  |  |
| Mental Effort | Y/N |  |  |  | X |
| Emotional Effort | Y/N |  |  | X |  |
| Working in isolation | Y/N |  |  |  | X |
| Challenging behaviour | Y/N | X |  |  |  |