

JOB DESCRIPTION

JOB DETAILS	
Job Title	Senior Communications Officer
Reports to	Senior Communications Manager
Band	Band 6
Department/Directorate	Strategy

JOB PURPOSE

- The Royal Devon communications team has a broad remit in ensuring that patients, staff and stakeholders understand the services offered by the Trust, understand our mission, are able to influence services and are well informed and engaged in the work of the Trust. We achieve this through providing open and transparent access to information about the Trust.
- With support from the wider team, the Senior Communications Officer will plan, produce and implement communications projects and campaigns to support Trust teams and help deliver the Trust's strategy.
- The Senior Communications Officer will take a lead role in a team of Communications Officers and provide supervision and support, as well as editorial oversight across our internal and external channels.
- You will support the Trust by providing high-quality, professional, clear and accessible information to successfully engage internal and external stakeholder groups
- You will be part of a team responsible for media and public relations as well as staff and stakeholder communications. You will have a full communications skill mix with excellent written and personal presentation skills, knowledge of public and staff engagement and basic project management skills.
- The role will involve writing, production and dissemination of a wide range of content including media responses, briefings, corporate publications, award submissions, speeches, messaging documents and presentations.
- You will have input into the creative direction on communications materials and campaigns, as well as the development of the Trust's digital communication tools, including websites, intranet and social media.
- This post is a key role within the communications team, delivering both internal and corporate communications, and the post holder will be required to work as an effective member of a wider team.
- This role is suited to a skilled communicator who is creative, proactive and excited to support the communications team as we modernise our service and support the Trust to deliver its strategy, and embed its culture.

KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES

- Plan, produce 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
- Provide editorial oversight to our internal channels to highlight important communications to colleagues and maximise opportunities for positive coverage
- Help identify positive stories for sharing externally and media opportunities
- Provide event management support to the Communications and Engagement team – both face to face and virtual
- Represent communications at a number of key operational meetings
- Work with the Senior Communications Manager to undertake capacity planning for operational communications
- Deputise where appropriate for the Communications Manager(s)
- Provide creative input into the development of the Trust communications channels
- Work with the wider communications and engagement team, sharing knowledge and providing cross-cover as required

KEY WORKING RELATIONSHIPS

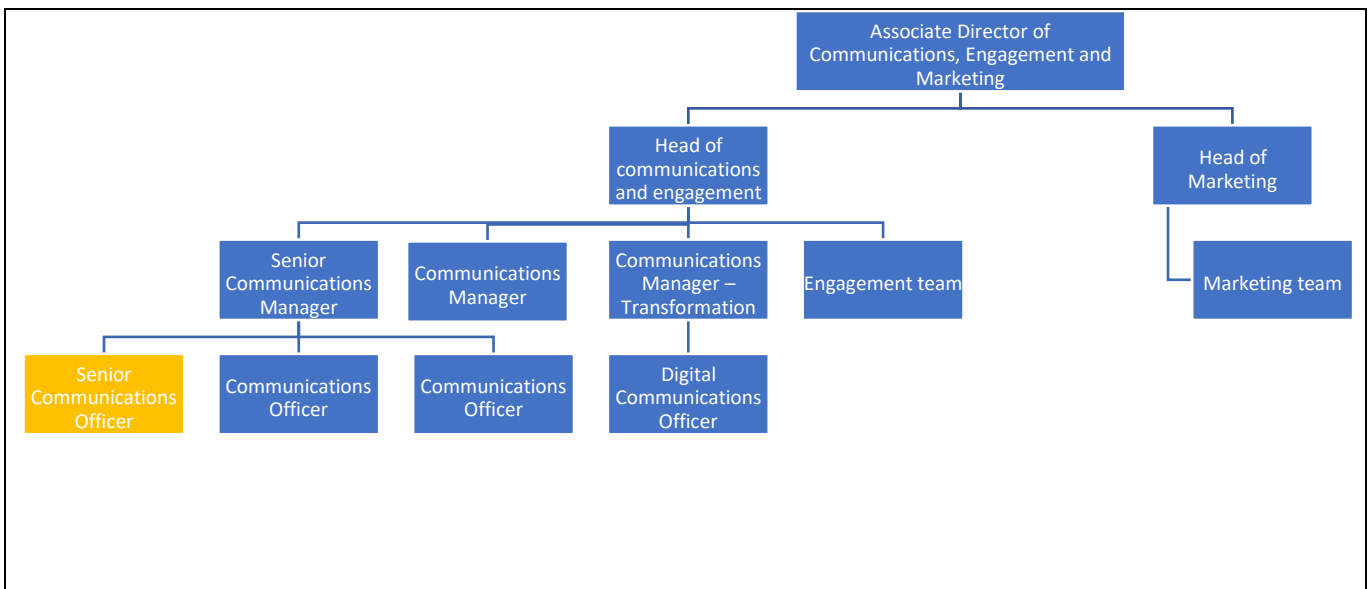
The post holder is required to deal effectively with staff of all levels throughout the Trust, the wider Healthcare community, external organisations and the public. This will include verbal, written and electronic media.

Of particular importance are working relationships with:

Internal to the Trust	External to the Trust
<ul style="list-style-type: none"> • Associate Director of Communications, Engagement and Marketing • Head of Communications and Engagement • Senior Communications Manager • Communications Managers • 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 	<ul style="list-style-type: none"> • 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

ORGANISATIONAL CHART

Based on JM0605 Senior Communications Officer, matched 28/09/2023, Consistency checked 05/10/2023, checked by JE team on 11/12/2024



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 highly 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. Information is often highly sensitive or contentious, and requires the ability to cooperate with multiple stakeholders to agree the best communications approach.

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 analyse and interpret complex information, and consider the strengths and disbenefits of a range of options for response or sharing of information, before proposing a recommended approach. 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 a number of complex activities, including 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 responsible for engaging suppliers and working with them to develop a clear brief and desired final product. They will have delegated budget sign off if up to £5k. 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

While the post holder will not have line management responsibility, they will play a coordinating role, delegating tasks and managing team workload to support the delivery of communications plans and campaigns. In carrying out this coordinating role, the post holder will provide support and supervision to communications officers across the team and will be involved in inducting new employees to team processes and procedures.

INFORMATION RESOURCES

A significant job responsibility will be to use analytical software to create reports on the impact of communications activity, as well as to create content using desk-top publishing and website software. The postholder will also be responsible on a regular basis for maintaining our departmental content database, including press coverage, photo library and communications materials. 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

- 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 pattern, 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 organisational 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

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

You are expected to comply with Trust Infection Control Policies and conduct him/herself at all times 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.

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 Trusts Child Protection and Safeguarding Adult policies and procedures are promoted and adhered to by all members of staff.

At the Royal Devon, we are committed to reducing our carbon emissions and minimising the impact of healthcare on the environment, as outlined in our Green Plan available on our website. We actively promote sustainable practices and encourage colleagues to explore and implement greener ways of working within their roles.

PERSON SPECIFICATION

Job Title	Senior Communications Officer
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Requirements	Essential	Desirable
<p>QUALIFICATION/ SPECIAL TRAINING</p> <p>Degree-level education with experience of working in a professional communications/public relations/journalism role Plus, further training and / or experience equivalent to post graduate diploma level</p> <p>Experience of MS Office (Word, Powerpoint and Excel)</p> <p>Experience of publishing online using a content management system</p> <p>Experience of using professional design and photo editing software (InDesign, Photoshop)</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p>
<p>KNOWLEDGE/SKILLS</p> <p>Good general knowledge of the NHS</p> <p>Excellent verbal, written and multimedia communications skills – ability to convey clearly complex and specialist information to a lay audience</p> <p>Able to communicate ideas and instructions clearly and professionally to colleagues, external stakeholders and journalists</p> <p>Ability to plan and implement multi-channel campaigns (including social media)</p> <p>Able to analyse and present information according to the audience</p> <p>Ability to work to tight deadlines, organise & manage workload and prioritise, plan & implement a range of activities, meetings and communications activity</p> <p>Design skills and use of professional design software</p> <p>Photographic and video skills and use of professional editing software</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p>

<p>EXPERIENCE:</p> <p>Experience of working with the media</p> <p>Experience of using social media in a professional setting and developing social media campaigns</p> <p>Previous experience of managing competing and tight deadlines</p> <p>Experience of working in the NHS</p> <p>Experience of writing material for publication – both online and in print</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p>
<p>PERSONAL ATTRIBUTES</p> <p>Confident clear communicator</p> <p>Confident and measured in pressured work environment</p> <p>Discreet and respectful of confidentiality and dignity of others</p> <p>Team player who can work on own initiative unsupervised</p> <p>Sociable networker to foster trust and working relationships</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	
<p>OTHER REQUIREMENTS</p> <p>Behaves in line with the Trust's values</p> <p>Driving or access to appropriate means of transport</p> <p>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</p>	<p>X</p>	<p>X</p> <p>X</p>

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