

JOB DESCRIPTION

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

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| **JOB PURPOSE**  |
| The Royal Devon is proud to be a leading figure when it comes to ground-breaking research. We aim to make a real difference to our patients, our staff and the communities we serve with the latest ideas, state-of-the-art equipment and exciting advances in the healthcare world – and we are looking for an experienced and dynamic communications and marketing officer to support two of our key research and development areas, our Patient Recruitment Centre (PRC) and the South West Genomic Laboratory Hub. Our PRC sets up and delivers late phase commercial clinical trials in the NHS at pace and scale, enabling us to continuously improve and adapt our services locally and nationally. The South West Genomic Laboratory Hub tests DNA samples from patients throughout the world to diagnose or predict genetic disease and to guide clinical care. Both the PRC and the South West Genomic Laboratory Hub make a positive difference to the lives of thousands of people across the UK, and this post will play a key part in helping us achieve our ambitions for these important programmes. Working closely with the PRC and the South West Genomic Laboratory Hub, and with professional support from the Trust’s communications, engagement and marketing teams, the postholder will be the go to link in research for understanding the end user, developing the value proposition for the combined service and then ensuring effective communications. They will coordinate and bring together the expertise they need from across the teams to deliver their workplan. They will also work to raise the profile of the PRC and the South West Genomic Laboratory Hub and will create written, photographic and video content for a range of communications channels. This will include developing digital marketing channels, updating webpages, coordinating social media content and producing digital and printed marketing materials, as well as supporting the PRC and South West Genomic Laboratory Hub with media relations work.  |
| **KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES** |
| * Define the key features of the service and how they add value to each target segment – patients, researchers, GP’s and other medical professionals and the general public.
* Plan and implement a range of multimedia marketing communications projects and campaigns to support the Patient Recruitment Centre (PRC) and the South West Genomic Laboratory Hub
* Support the PRC and genomics team to better market the Royal Devon University Healthcare NHS Foundation Trust’s research activities
* Develop relationships with key stakeholders to further promote the PRC and the South West Genomic Laboratory Hub, alongside our wider research work (includes to partner organisations, primary care etc.)
* Plan and implement social media campaigns, monitor the PRC and South West Genomic Laboratory Hub’s social media platforms, and make recommendations to improve digital marketing efforts in the long term
* Support the PRC team in the development of a consistent, compelling and well-branded recruitment pathway for clinical trials
* Develop high-quality, effective and engaging content (copy, graphics, infographics etc) that reflect the organisation’s brand for digital and print publications, for internal and external audiences
* Develop and deliver marketing communications plans to support the PRC and South West Genomic Laboratory Hub specific programmes
* Support the PRC and South West Genomic Laboratory Hub with media coverage to promote achievements, which includes writing and distributing press releases, writing briefs for spokespeople and facilitating interviews
* 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
* Update and maintain the PRC and South West Genomic Laboratory Hub pages of the Royal Devon’s website and intranet
* Source, plan and deliver patient stories to support the PRC and South West Genomic Laboratory Hub
* Report on the effectiveness of marketing communications activities
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| **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:

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| **Internal to the Trust**  | **External to the Trust**  |
| * PRC team
* Exeter Genomics Laboratory
* Senior leaders in the research department
* Genomics specialists
* Senior Communications Manager, Head of Communications and Engagement, Head of Marketing and wider communications, engagement and marketing team
* Director of Strategy
* Chief Executive Officer, Chief Finance Officer and Executive Directors
* Non-Executive Directors and Chair
* Governors
* Senior Leaders
* Heads of Departments and Senior Managers
* Lead clinicians
* All Trust staff
 | * South West Genomic Laboratory Hub members
* University of Exeter
* NHS England
* NHS Devon
* Media (local, regional, national, specialist)
* Members of the public
* Patients/service users
* Carers/visitors
* Volunteers
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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 PRC and genomics team, 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, being pragmatic about when to involve or escalate to the Trust’s communication team. 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. Must be able to plan, conduct and analyse basic market research to inform the development and positioning of research and genomics through understanding stakeholders. |
| **PLANNING/ORGANISATIONAL SKILLS** |
| Professional telephone and interpersonal skills and manner at all times. As a principal point of contact for external stakeholders and donors, the postholder must prioritise and manage their workload. The postholder will organise campaigns, events and media opportunities, sometimes at short notice.Ability to plan and map marketing and communications activity to gain sign off and then report on delivery. |
| **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. |
| **RESEARCH AND DEVELOPMENT**  |
| The post holder may be required to undertake or assist in surveys and audits within the scope of the role. This will include analysing communications campaigns and contributing to the Head of Fundraising’s regular reports to the Trustees on effectiveness.  |
| **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. The post holder may have to travel to Trust and community 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).
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| **MENTAL EFFORT** |
| * 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.
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| **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.
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| **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 HandlingContribute 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 infectionAs 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** | Communications and marketing officer |

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| **Requirements** | **Essential** | **Desirable** |
| **QUALIFICATION/ SPECIAL TRAINING**Degree-level education with experience of working in a professional marketing /communications/public relations/journalism roleExperience of MS Office (Word, Powerpoint and Excel)Experience of publishing online using a content management systemExperience of using design and photo editing software (InDesign, Photoshop, Canva) | XX | XX |
| **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 audienceAble to communicate ideas and instructions clearly and professionally to colleagues, external stakeholders and journalistsAbility to plan and implement social media campaignsAble to research, analyse and present information Ability to work to tight deadlines, organise & manage workload and prioritise, plan & implement a range of activities, meetings and communications activityAbility to develop web content and use a variety of CMSAbility to measure, analyse and report on the effectiveness of communications and marketing activity.Design skills and use of professional design softwarePhotographic and video skills and use of professional editing software  | XXXXXXXX | XX |
| **EXPERIENCE:**Experience of working with the mediaExperience of using social media in a professional setting and developing social media campaignsPrevious experience of managing competing & tight deadlines Experience of working in the NHS or charity sectorExperience of writing material for publication – both online and in printExperience of planning and analysing market research | XXXXX | X |
| **PERSONAL ATTRIBUTES** Confident, clear communicatorConfident and measured in pressured work environmentDiscreet & respectful of confidentiality & dignity of othersProactive team player who can work on own initiative unsupervised Sociable networker to foster trust & working relationships | XXXXX |  |
| **OTHER REQUIREMENTS** Behaves in line with the Trust’s valuesDriving or access to appropriate means of transportSome flexibility regarding working hours to ensure cover for events and media work. Attendance and participation in meetings and events infrequently out of office hours and very occasionally at weekends | XX | 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 |  |  |  |