

SINGLE CORPORATE SERVICES

Communications and Engagement

Job title:	Senior Communications Officer	To be completed by HR <i>Job Reference Number</i>
Reporting to:	Head of Communications	
Accountable to:	Director of Communications and Engagement	
Pay Band:	6	

As part of the Single Corporate Service, the role provides a service across both Isle of Wight NHS Trust and Portsmouth Hospitals University NHS Trust.

As the single corporate service will be delivered across both organisations, individuals may be required to undertake business travel between sites. The frequency and arrangements will be discussed on an individual basis and the staff mobility local agreement will apply.

For our leaders managing staff across multi-site locations, they will need to be visible and provide in person leadership. The arrangements and frequency will be agreed locally.

Job purpose

Working as part of the Communications Team you will provide communications expertise and advice across the Group. You will be responsible for planning, creating and delivering content across multiple channels. This will include digital communications and marketing (websites, intranet and social media). You will also produce creative content such as design, videography and photography. You will match channels, styles and messages to audiences as appropriate, internally and externally.

You will be able to establish positive working relationships quickly at all levels of the organisation and manage a busy workload, responding to conflicting priorities as required.

The work will involve regular contact and engagement with members of the public, patients and their relatives. This would be to gather information and stories to promote the Trust and the services provided.

Due to the nature communications work, some out-of-hours working, including evenings and weekends will be expected as and when necessary. Please note that you will be required to be based at our sites for a minimum of three days per week.

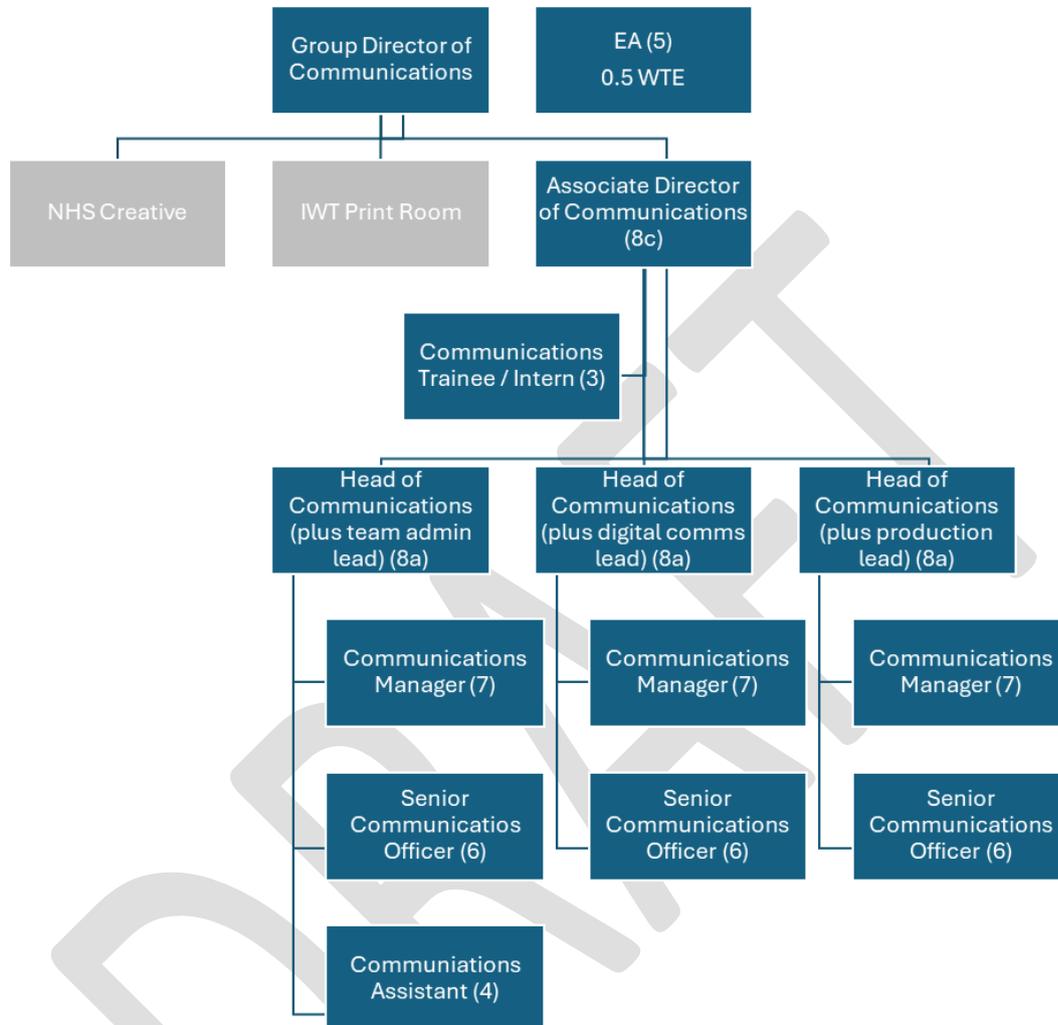
Job summary

You will play a key role in a fast-paced, dynamic, and experienced Communications and Engagement Team which supports the strategic objectives of both Isle of Wight NHS Trust and Portsmouth Hospitals University NHS Trusts. This includes:

- Communications Expert
- Digital communications and marketing
- Content creation and production
- Media management
- Internal Comms

The Senior Communications Officers will each lead on agreed areas of additional specialist oversight such as digital media (website, intranet, social media) and content creation.

Organisational Chart



Specific Core Functions

Communications expert

- Provide communications advice and support to staff which may involve complicated, highly sensitive information.
- Support the delivery of the overall strategy and in particular the Communications and Engagement Strategy.
- Represent the Communications team on project groups and in meetings, providing communications expertise and advice.
- Identify and use suitable analysis and evaluation tools to measure the effectiveness of communications activity, producing reports to demonstrate impact.
- Ensure a commitment to continuous improvement in effective communications and to introduce new and innovative techniques to improve and measure engagement.
- Take a proactive role in finding new ways to reach different audiences and, working with other team members, to communicate effectively to staff and other stakeholders.

Digital communications and marketing

- Manage and maintain digital platforms including websites, intranet, social media and e-newsletters, including providing training to enable communications team colleagues and people outside the team to use and contribute to the platforms.
- Ensure digital activity is audience-focused, accessible, and aligned with the Group's priorities.
- Monitor analytics and insight to inform content decisions and demonstrate impact.
- Lead the formation and upkeep of annual communications and campaign plan.
- Work towards our communications activity being digitally-led where possible, taking account of and promoting digital literacy and always ensuring that information is accessible and relevant to our audiences.

Content creation and production

- Commission and create high-quality content including graphics, video, photography, and written copy to support campaigns, news and engagement.
- Provide technical expertise in design and digital production, ensuring outputs are on brand, engaging and effective.
- Engage with staff, teams, patients, their families, volunteers and carers to gather stories that share their experiences of the Trust; to share, amplify and recognise achievements, learning and best practice.
- Lead the development and implementation of specific communications campaigns which help to protect and enhance the reputation of the Trusts and support corporate objectives.
- Support colleagues with training and advice to strengthen digital and creative capability across the team.

Media management

- Manage local media events, enquiries and campaigns as required, linking with communications colleagues regionally and nationally and with colleagues in partner organisations as appropriate to ensure alignment.
- Write press releases, media responses and content for external publications, ensuring appropriate tone of voice and our narrative and key messages are reflected.
- Externally promote the achievements of staff and volunteers.
- Build and maintain relationships with internal and external stakeholders ranging from, but not limited to, health and care organisations, regulatory bodies, journalists, staff and patient groups, supporting stakeholder engagement activities as required.
- Monitor and maintain a media log and database of our coverage, identifying gaps and areas for improvement.

Internal Comms

- Contribute to the development of the 'core narrative and key messages, ensuring they are regularly updated and cascaded across all channels.
- Provide advice to staff on how to effectively deliver their messages.
- Develop, manage and deliver effective internal communications through various communication channels, as well as supporting the development and delivery of communications plans.
- Supporting teams to improve staff communications and identifying opportunities to positively enhance staff morale.

General

- Deputise for Communications Managers and other Senior Communications Officers when necessary.
- Commission and manage work with external suppliers such as designers, ensuring delivery on time, to a high standard and within an agreed budget.
- Work in partnership with NHS and colleagues, local, regional and national partners, building and maintaining positive working relationships.
- Ensure all communications and engagement work is inclusive, values difference and promotes diversity; ensuring specific arrangements are put in place to engage with those groups and/or individuals that are seldom heard.
- Actively contribute to communications forward planning, identifying opportunities, interdependencies across projects/functions/potential impacts on the wider organisation, resource requirements and building in contingency where needed.
- Understand the importance of patient confidentiality and the core requirements of relevant legislation e.g. GDPR, FOI Act, Privacy Policy and the NHS Digital Code of Practice on confidential information.

Key Responsibilities

Communication and Working Relationships

- The post holder will be providing and receiving complex, sensitive or contentious information, where persuasive, motivational, negotiating, training, empathic or re-assurance skills are required. This may be because agreement or cooperation is required or because there are barriers to understanding and/or providing and receiving highly complex information.

Analytical and Judgement

- Judgements involving complex facts or situations, which require the analysis, interpretation, and comparison of a range of options.

Planning and organising

- Planning and organisation of a number of complex activities or programmes, which require the formulation and adjustment of plans.

Physical Skills

- The post requires physical skills which are normally obtained through practice over a period of time or during practical training e.g. standard driving or keyboard skills, use of some tools and types of equipment.

Patient Client Care

- Assists patients/clients/relatives during incidental contacts.

Policy and Service Development

- The post holder follows policies in own role which are determined by others; no responsibility for service development, but may be required to comment on policies, procedures, or possible developments.

Financial Management

- The post holder will observe a personal duty of care in relation to equipment and resources used in the course of their work.

Management/Leadership

- The post holder is responsible for day-to-day supervision or co-ordination of staff within the Communications and Engagement team.

Information Resources

- The post holder will regularly use computer software to develop or create statistical reports requiring formulae, query reports or detailed drawings /diagrams using desktop publishing (DTP) or computer aided design (CAD), or (c) responsible for maintaining one or more information systems where this is a significant job responsibility.

Research and development

Freedom to Act

- Expected results are defined but the post holder decides how they are best achieved and is guided by principles and broad occupational policies or regulations. Guidance may be provided by peers or external reference points.

Physical effort

- There is a frequent requirement for sitting or standing in a restricted position for a substantial proportion of the working time,

Mental effort

- There is a frequent requirement for prolonged concentration, or there is an occasional requirement for intense concentration.

Emotional Effort

- Occasional exposure to distressing or emotional circumstances, or frequent indirect exposure to distressing or emotional circumstances, or occasional indirect exposure to highly distressing or highly emotional circumstances.

Working conditions

- Occasional exposure to unpleasant working conditions, or occasional requirement to use road transportation in emergency situations, or frequent requirement to use road transportation, or frequent requirement to work outdoors, or requirement to use Visual Display Unit equipment more or less continuously on most days.

Person Specification

Criteria	Essential	Desirable	How criteria will be assessed
Qualifications	<p>Educated to degree level or equivalent experience in a communications role.</p> <p>A commitment to continual personal development in a relevant discipline.</p>		Application Interview

<p>Experience</p>	<p>Experience of using a wide range of communications tools and channels including digital - with the ability to identify the right channel for specific audiences.</p> <p>Excellent communicator who is able to communicate sensitive information in a variety of methods to meet the needs of the target audience and focus on detail.</p> <p>High levels of numeracy and accuracy with a meticulous approach.</p> <p>Aptitude for managing processes and communication platforms as this will be a key contribution to the success of the team.</p>		<p>Application Interview</p>
<p>Knowledge</p>	<p>Computer literate – competent in Word, Excel and entering data into a financial ledger system.</p> <p>Able to work under pressure frequently on own initiative with proven skill at organisation of own workload to meet deadlines.</p> <p>Well-organised with the ability prioritise.</p>		<p>Application Interview</p>

Compliance statement to expected organisational standards.

To comply with all Trust Policies and Procedure, with particular regard to

- Risk Management
- Health and Safety
- Confidentiality
- Data Quality
- Freedom of Information
- Equality Diversity and Inclusion
- Promoting Dignity at Work by raising concerns about bullying and harassment
- Information and Security Management and Information Governance
- Counter Fraud and Bribery

The Trust has designated the prevention and control of healthcare associated infection (HCAI) as a core patient safety issue. As part of the duty of care to patients, all staff are expected to:

Understand duty to adhere to policies and protocols applicable to infection prevention and control.

- Comply with key clinical care policies and protocols for prevention and control of infection at all time; this includes compliance with Trust policies for hand hygiene, standards (universal) infection precautions and safe handling and disposal of sharps.
- All staff should be aware of the Trust's Infection Control policies and other key clinical policies relevant to their work and how to access them.
- All staff will be expected to attend prevention and infection control training, teaching and updates (induction and mandatory teacher) as appropriate for their area of work, and be able to provide evidence of this at appraisal.
- To perform your duties to the highest standard with particular regard to effective and efficient use of resources, maintaining quality and contributing to improvements.
- Ensure you work towards the Knowledge and Skills Framework (KSF) requirements of this post. KSF is a competency framework that describes the knowledge and skills necessary for the post in order to deliver a quality service.
- Your behaviour will demonstrate the values and vision of the Trust by showing you care for others, that you act professionally as part of a team and that you will continually seek to innovate and improve. Our vision, values and behaviours have been designed to ensure that everyone is clear about expected behaviours and desired ways of working in addition to the professional and clinical requirements of their roles.
- Ensure you adhere to and work within local and national safeguarding children legislation and policies including the Children Act 1989 & 2004 , Working Together to Safeguard Children 2013, 4LSCB guidance and the IOW Safeguarding Policy.
- Ensure you adhere to and work within the local Multiagency safeguarding vulnerable adults policies and procedures
- Ensure that you comply with the Mental Capacity Act and its Code of Practice when working with adults who may be unable to make decisions for themselves,
- Ensure that you maintain personal and professional development to meet the changing demands of the job, participate in appropriate training activities and encourage and support staff development and training.
- Respect the confidentiality of all matters that they may learn relating to their employment and other members of staff. All staff are expected to respect conform to the requirements of the Data Protection Act 1998, including the responsibility to ensure that personal data is accurate and kept up to date
- If your employment is to a post that requires you to be registered with a professional body, the continuation of your employment is conditional upon you continuing to be registered with the appropriate professional body. The Trust will require evidence of current registration.
- Proactively, meaningfully and consistently demonstrate the Trust Values in your every day

practice, decision making and interactions with patients and colleagues.

- Perform any other duties that may be required from time to time.

This job description may be altered, from time to time, to meet changing needs of the service, and will be reviewed in consultation with the post holder.

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