

## Heart of England NHS Foundation Trust

### JOB DESCRIPTION

<b>Job Title:</b>	Communications Assistant
<b>Grade/Pay scheme:</b>	Band 3
<b>Accountable to:</b>	Head of Communications
<b>Responsible for:</b>	N/A
<b>Key working relationships:</b>	All Corporate and Clinical Divisions. Senior Managers, Directorate Managers, Senior Clinicians and Nurses, other Trust staff. Staff from other Trust (UHB), other external partners and stakeholders. All members of the wider communications team.
<b>Hours of Work:</b>	37.5
<b>Job Type:</b>	Admin and Clerical

### **ROLE SUMMARY**

The communications assistant is a member of a busy corporate communications team for an acute trust, delivering an extensive range of communications activity in line with the Trust's vision, strategy and plan. The post holder requires a general breadth of understanding and experience relating to internal and external communications, digital media and staff engagement and is required to be competent at dealing with a variety of stakeholders, including stakeholder organisations and groups, Trust staff, patients and the public.

The post holder will be a key member of the communications team and will have the ability to grow and develop within the role.

#### **1.**

### **MAIN PRINCIPLES, DUTIES AND RESPONSIBILITIES**

#### **a. Media Relations and External Communications**

- Act as an initial point of contact for incoming media enquiries, ensuring that all enquiries are logged and dealt with swiftly and appropriately. Ensure that messages for other team members are passed on in a timely manner
- Maintain an accurate and up to date register and database of all Trust related media coverage relating to all sites and contribute to the monthly and annual Communications Department evaluation reports

- Review all print coverage in daily, regional and national newspapers and provide accurate record and analyse for monthly reports and proactive coverage, using current online media management tools.
- Track daily emailed press cuttings from The Trust's third party suppliers; source transcripts and search for historical coverage as and when required.
- Secure radio interviews to support specific campaigns e.g. health awareness
- Maintain up to date list of media contacts

#### **b. Corporate Communications**

- Act as the first point of contact for incoming staff communications (through management of the Communications email inbox and staff notice board). Coordinate / escalate responses as required
- Produce the communications bulletin in a timely manner, with support from the Senior Internal Communications Officer
- Attend internal events, sourcing interviews and quotes for our News@ publication and other channels
- Monitor the staff intranet noticeboards and flag up relevant/new posts on a weekly basis and escalate as necessary
- Maintain communications poster cabinets across all three hospital sites

#### **c. Websites and social media**

- Source content for use on the various social media platforms at the disposal of the Trust
- Produce and implement the Trust's weekly Twitter plan, working with communications colleagues to support specific projects and campaigns as appropriate
- Monitor social media activity via the Trust's social networking tool. In conjunction with the Head of Communications, generate appropriate responses to manage and protect the position and reputation of the Trust
- Assist with content for the Trust's website, including uploading of press releases and other content written by the jobholder
- Conduct audio interviews for use in conjunction with press releases and publication on the Trust's Mixcloud channel
- Write and publish for various publications including the Trust's weekly blog
- Draft and publish monthly health columns, highlighting Trust projects, services and innovations where appropriate.

#### **d. General**

- Maintain the Consultants database on behalf of the Trust
- Lead on corporate communication initiatives and projects
- Support the Communications Team to deliver communications plans and completing writing tasks for key projects, events and activities.
- Assist with any high profile visits to the Trust as required.
- Attend all relevant meetings, where possible, relevant to the job role, representing the Head of Communications or other team members

## **Further Information**

***Our Purpose:***

**To serve our patients with the best care and improve the health of our communities.**

***Our Values:***

**Caring – Treating everyone with compassion and respect**

**Honest – Truthful and open with all**

**Accountable – Taking personal and collective responsibility for actions**

**Supportive – Working together to get things done**

**Infection control**

Staff will work to minimise any risk to clients, the public and other staff from Healthcare Associated Infection including MRSA and *C difficile* by ensuring they are compliant with the Health Act 2006 – Code of Practice For The Prevention and Control of Healthcare Associated Infections (They Hygiene Code); and by ensuring they are familiar with the Trust's Infection Control Polices, located on the Intranet.

All employees must comply with the Trust Infection Control Policy. All employees must attend infection control training as required within their department or as directed by their line manager.

**Confidentiality**

As an employee you have a responsibility to maintain the confidentiality of any confidential information which comes into your possession regarding patients, employees or any other business relating to the Trust

In accordance with the Public Interest Disclosure Act 1998 protected disclosures are exempt from this express duty of confidentiality.

**Health & Safety**

As an employee you have a responsibility to abide by all of the safety practices and codes provided by the Trust and have an equal responsibility with management for maintaining safe working practices for the health and safety of yourself and others.

5 All employees must comply with the Trust Health & Safety Policy. All employees must attend Health & Safety training as required within their department or as directed by their line manager.

**Quality Assurance**

As an employee of the Heart of England NHS Foundation Trust you are a member of an organisation that endeavours to provide the highest quality of service to our patients. You are an ambassador of the organisation and, as such, are required to ensure that high standards are maintained at all times.

As an employee you have a responsibility for data quality. All employees are accountable for the quality of data they input into Trust systems and/or document in paper-based records, and must ensure that it is accurate, complete, valid and timely at all times.

**Equal Opportunities**

As an employee you have a responsibility to ensure that all people that you have contact with during the course of your employment, including patients, relatives and staff are treated equally in line with the Trust's Equal Opportunities Policy.

### **Risk Management**

You have a responsibility for the identification of all risk which have a potential adverse effect on the Trust's ability to maintain quality of care and the safety of patients, staff and visitors, and for the taking of positive action to eliminate or reduce these.

### **Safeguarding**

Heart of England NHS Foundation Trust has a responsibility to safeguarding and promoting the welfare of children, young people and vulnerable adults who use our services. The Trust expects all staff and volunteers to share this responsibility. As part of the selection process for this post you may be required to undergo a Disclosure and Barring Service Check. If you are successful appointed, you will receive confirmation of which checks and/or registration you are required to have.

This job description is not exhaustive and is seen as a guide only. It may be reviewed by the manager in discussion with the post holder.

- *The Trust operates a no smoking policy and is working towards a smoke free environment.*