

## **JOB DESCRIPTION**

<b>JOB TITLE:</b>	Communications Officer
<b>GRADE:</b>	Band 5
<b>ACCOUNTABLE TO:</b>	Head of Communications
<b>Responsible for:</b>	N/A
<b>Key working relationships:</b>	Communications Team, Corporate Division and Division Four – senior clinical and management staff; partner organisations; NHSE, NHSI, Clinical Commissioning Groups; Key stakeholder such as patient and visitor, the media and patient representative groups.
<b>Hours of Work:</b>	37.5
<b>Job Type:</b>	Permanent

### **Role Summary**

Responsible for helping provide a professional Trust-wide communications resource, which works to establish and maintain good communications and relationships between the Trust and its key stakeholders including staff, patients, public, partner organisations and media.

In particular, the post holder will be responsible for ensuring a programme of planned and effective communications and engagement with key stakeholders. They will be responsible for producing the monthly newsletters News@ as Editor. They will research, write and gain approval for the delivery of positive news stories, features and deal with media requests and interviews in a timely manner for our various channels. They will also contribute and edit material to be distributed internally to staff.

As communications lead for Division Four, they will work with senior clinical staff and operational management to provide robust communications and project management support on behalf of individuals and teams within the organisation.

In addition, they will support the work of the Head of Communications in running various campaigns, using social media creatively to engage with key audiences, responding to media enquiries and requests, organising VIP/ministerial visits and often managing complex and sensitive situations.

### **Principal Duties and Responsibilities:**

- To lead as editor of our Trust wide newsletter, News@. To research, contribute and edit the Trust's monthly newsletter; arrange appropriate photography, co-ordinate design and print with the in-house design team and external printers.
- To act as a first point of call for all media enquiries, alerting senior members of the team, developing statements and press releases and recording accurate details onto databases.
- To act as a first point of call in arranging and supporting all filming requests, liaising with the media, client and senior management for sign off.
- To support the team in updating the HEFT communications website and uploading news stories
- To take an active role in the Trust's online presence, particularly twitter and LinkedIn - daily and hourly news updating and monitoring of HEFT's online presence
- To work closely with the Editor of Trust's membership newsletter, Heart & Soul, sharing articles and stories across this and other platforms.
- To arrange and co-ordinate publicity events, materials and activity to support the communications plan.
- To ensure all media calls, filming requests are logged appropriately.
- To plan and implement communications projects and campaigns as directed by the head.
- To respond quickly, accurately and positively to staff inquiries. This includes monitoring calls, developing feedback mechanisms and reporting back to the Head issues with suggestions and opportunities on how these may be addressed.

- Work with the in-house design team, give guidance and copy writing of any written materials required for both internal and external publications.
- As requested by the Head, attend certain departmental meetings and events as representatives of communications
- To arrange appropriate photography, co-ordinate design and print with the in-house design team
- Liaise with colleagues at NHS England, Department of Health and other trusts, providing information and assistance as appropriate.
- Learn and enforce the trust house style and help maintain the corporate identity of the trust in keeping with the NHS identity guidelines.
- Work with the digital team to help ensure that the trust's websites enhance the reputation of the trust and conform to trust house style.

**This job description is an indication of the type and range of tasks that are expected of the post holder. It will be reviewed and amended from time to time in consultation with the post holder to take account of changing organisational need**

### **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 Policies, located on the Intranet.

### **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.

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.

### **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.

### **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.

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

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