

JOB DESCRIPTION

Head of Communications

Job Title:	Head of Communications
Grade/Pay scheme:	AFC Band8a
Accountable to:	Director of Communications
Responsible for:	Senior Communications Officer x2 Communications Officerx3 Social Media/Administration Officerx1
Key working relationships:	Directors Heads of Divisions Trust staff Media agencies
Hours of Work:	Full Time
Job Type:	Admin & Clerical

Role Summary:

The Head of Communications is responsible for and advises the Director of Communications in all aspects of complex, highly sensitive national, regional and local media communications. The Head of Communications works closely with the Director of Communications and uses their specialist knowledge to spearhead, risk assess the strategic direction, planning, coordination, and management of the Trust's communications strategy in line with the Trust's vision, priorities and business strategy. The Head of Communications is responsible for the internal and external communication function within the organization, including the three main Hospital sites, chest clinic and community services. Providing strategic counsel to the Director of Communications/Chief Executive and Managing Directors on reputation management, hostile/crisis and issues management, communications and social media tactics. In addition, the Head of Communications will create and communicate the organisation's messages and ensure overall continuity of the HEFT brand consistency and image with key stakeholders. In conjunction with Director of Communications the Head of Communications will advise Trust staff and the Board in developing and maintaining strategic partnerships with external stakeholders, national and professional bodies. Leading the Communications Team, the Head of Communications is responsible for creating, delivering and evaluating campaigns and activities that lead to the effective positioning and promotion of the Trust via its internal and external communications channels.

Principal Duties and Responsibilities:

Communications

- Formulate high quality, long term strategic communications plans and provide overall editorial control for communications ensuring appropriate content, tone, brevity and consistency.
- Advise the Director of Corporate Affairs on methods to enhance communication interpreting highly complex data in order to influence and build positive relationships with the media and stakeholders.
- Develop and manage the crisis communication strategy, presenting and drafting statements and briefings for the media, government bodies and Trust Board. Managing hostile and highly antagonistic situations where the Trust reputation is brought into disrepute.
- Responsibility for risk assessing, monitoring the external environment and maintaining contact and communications with the wider health economy and government bodies.
- Develops, Implements, revises and reviews a range of communications associated policies with implementation plans for the Trust.
- Review Trust Policies and offer expert advice and guidance of communication elements of policy
- Responsible for providing and facilitating media training for Trust executive directors and staff using specialist communications and marketing techniques.
- Using analytical skills for audits and research data, comparing options to inform all communications activity and overall stakeholder engagement activity.
- Project manage high profile 'change' management programs and present highly sensitive information to hostile audiences.
- Be guided by and interprets highly complex national policies and guidance in relation to communications standards.

Public Relations

- Proactive management of media relations and media coverage to strengthen the reputation of the Trust improving brand awareness within the West Midlands, nationally and internationally.
- Act as a Trust spokesperson and liaise with journalist on high profile, sensitive issues.
- Identify the publicity/news value of medical and nursing achievements/ operational developments and promote them accordingly.
- Systematically monitor, audit and interpret broadcast, print and social media for the Trust and competitor coverage.
- Develop and manage high level communication networking and engagement programmes to enhance and demonstrate the Trust as a good corporate citizen.
- Provide counsel and advice to patients and members of the public around media, patient information and complaints.

Social media and Web

- Develop, maintain, and update the external website, including production of web content, in a manner that is appealing to targeted audience.
- Review brand development and create clear brand messages and USPs which can be applied across all social media campaigns.
- Create and manage the social media strategy and policy, coordinating with stakeholders across the Trust to ensure its effectiveness and ensure the adoption of relevant social media techniques into the corporate culture.

- Source and manage high level relationships with social monitoring and platform partners.
- Act as the advocate of social media integration within the Trust, influencing overall site and business strategies.
- Monitor and comment on trends in social media and application, acting as company spokesperson within the social media industry.
- Maintain and develop three main social media systems – twitter, blogging site and LinkedIn.

Line Management

- Line manager for communications team, ensuring that all members of the team have clear roles, responsibilities and goals. Undertake all aspects of staff management including, appraisal, sickness absence management, disciplinary and grievance issues.
- Responsible for office conditions and health & safety of communications team.
- Ensure staff are provided with career development opportunities and appropriate training.
- Ensure that reasonable care is taken at all times for the health, safety and wellbeing of staff and to comply with policies and procedures relating to health and safety within the Trust.

Budget Holder

- Responsible for the communications budget to ensure appropriate and effective spend on marketing, web development, social media, market research, PR consultancy etc
- Ensure the communications spend stays in line with the set budget

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.

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 affect 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.