

## JOB DESCRIPTION

<b>POST TITLE</b>	Senior Communications Officer
<b>DEPARTMENT</b>	Communications
<b>DIRECTORATE</b>	Communications
<b>BAND</b>	6
<b>HOURS OF WORK</b>	37.5 PER WEEK
<b>BASE</b>	Heartlands Hospital
<b>REPORTS TO</b>	Head of Communications
<b>WRITTEN BY</b>	Head of Communications
<b>DATE</b>	1 <sup>st</sup> September 2016

### 1. PURPOSE OF THE JOB

The senior communications officer 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 is required to be competent at dealing with a variety of stakeholders, including stakeholder organisations and groups, Trust staff, patients and the public.

Whilst leading on media relations and external communications, social media activity and development of the Trust's website, the post holder will be also be the communications lead on a number of key projects across the Trust.

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

### 2. MAIN DUTIES

#### a. Media Relations

- Act as a point of contact for incoming enquiries, ensuring all media enquiries are logged and dealt with swiftly and appropriately.
- Support the Executive Management Board and other senior leaders in responding to high risk media situations, providing advice and guidance as appropriate.
- Prepare, maintain and update databases of media plans, media releases, statements and statistics issued to the media.
- Monitor and report on external communications activity and media coverage relating to the Trust.
- Research and write media releases and statements.
- Participate in the on-call rota for "out of hours" media enquiries, providing statements in conjunction with the on-call Executive.

#### b. Projects

- Act as communications lead on key projects for the Trust, as identified and agreed by and with the Head of Communications.
- Develop appropriate materials to support project messages, working with communications colleagues to reach all relevant stakeholder audiences.

- Evaluate projects and campaigns to assess effectiveness, documenting and sharing any learning for use in future projects.

**c. Websites and social media**

- Plan, develop and sustain the Trust's online presence through its website and social media channels.
- Create, edit and upload content to the Trust website, working closely with Medical Illustration and other stakeholders to ensure that website content is up to date and relevant.
- Lead in the creation and implementation of the Trust's social media activity, generating appropriate messages for posting on Trust social media channels.
- Oversee the management and administration of the Trust's social media accounts, including monitoring and participating in on-going public engagement, generating appropriate responses to manage and protect the position and reputation of the Trust.

**d. External communications**

- Support the Head of Communications to implement robust communication channels in order to communicate effectively with patients, partners in care and local communities served by the Trust.
- Co-ordinate production of the Trust's annual report.

**e. People**

- Line manage the Communications Assistant, including review of objectives, conducting regular supervision meetings, identifying training needs and providing relevant support to aid their development.
- Deputise for the Head of Communications as and when required.

**f. General**

- Liaise with designers, web developers and other service providers to support the delivery of effective communications campaigns and supporting materials.
- Deliver all projects and activity in line with agreed budgets.
- Attend all relevant meetings, where possible, relevant to the job role.

**3. OTHER INFORMATION**

- The post holder may, from time to time, be required to carry out other relevant duties commensurate with their role.
- The post holder will be expected to aspire to the Values and Quality Statement of the Trust in their day to day work and behaviours in order to support the Trust in achieving its Vision.
- The post holder will familiarise themselves with, and adhere to, at all times, the policies and procedures of the Trust.
- The post holder will be expected to undertake training, including mandatory training, relevant to their role and ensure it is renewed as required.
- The post holder will be expected to comply with equality and diversity legislation and related Trust strategies.

- The post holder will act, at all times, in a courteous, dignified and respectful manner when dealing with patients, staff and visitors to the Trust.

**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.**