

JOB DESCRIPTION

Job Title:	Communications and Engagement Officer
Band:	5
Base:	Queen Victoria Hospital, East Grinstead
Business Unit / Department:	Corporate/ Corporate Affairs
Reports to:	Communications Manager
Accountable to:	Communications Manager

1. Job Summary

An important role in a small but effective corporate team. To work on internal and external communications, including updating the Trust website and intranet, media relations, social media, and producing content for internal and external audiences. To be involved in the Trust's engagement work, both internally and externally.

2. Main working relationships

2.1 Internal

- Director of Communications and Corporate Affairs
- Other Board Members
- Corporate Affairs team
- All staff

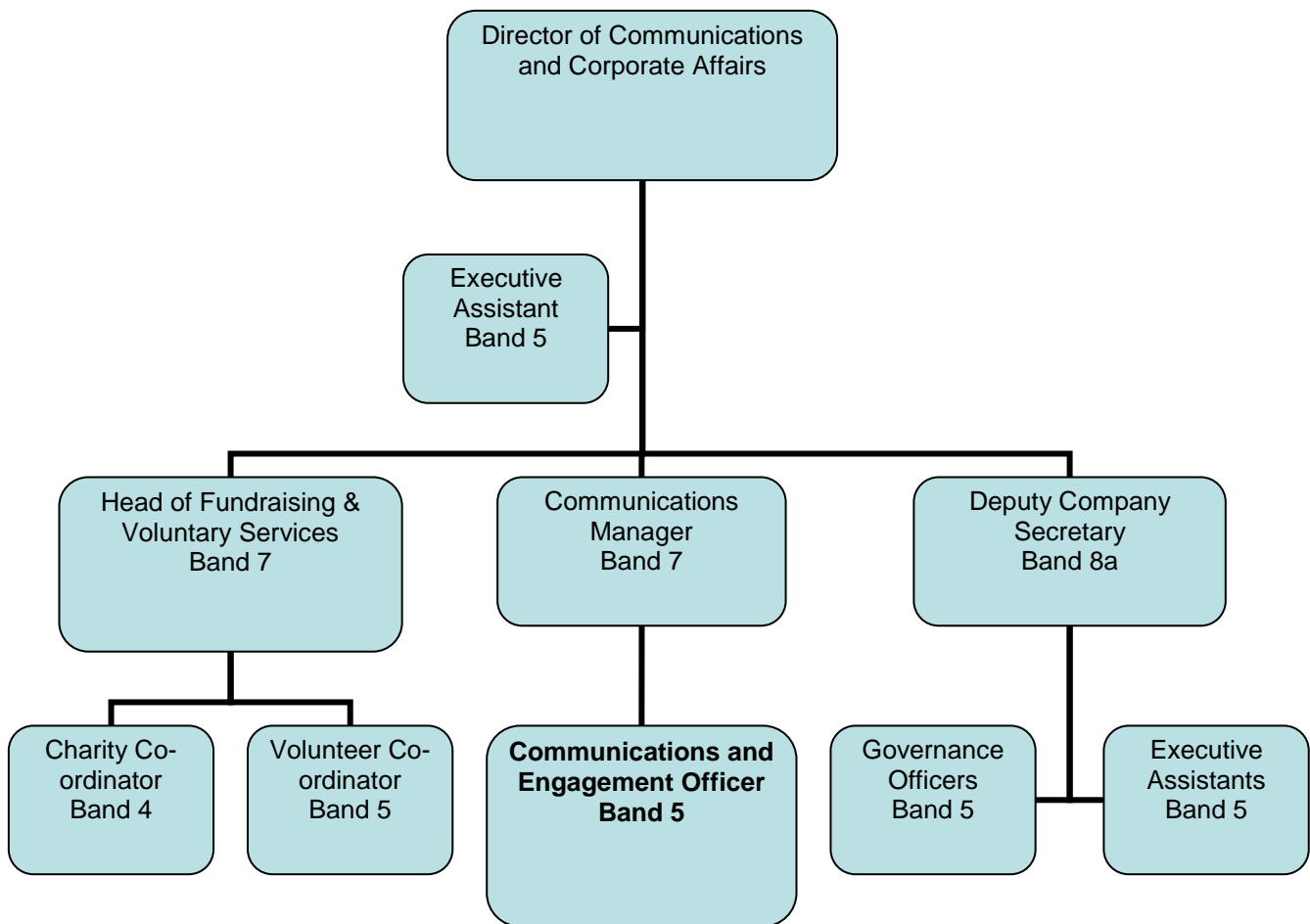
2.2 External

- Communications colleagues in other organisations
- Key QVH stakeholders

3. Financial/ physical resources responsibilities:

None

Department structure chart



4. Key result areas:

Website, social media and intranet

- 4.1 Plan and deliver updated website content, liaising with colleagues across the Trust to provide information which is it is easy to read, accurate and up to date; using a content management system to update the website pages; liaising with the external web provider where appropriate.
- 4.2 Produce photo, video and other content that can be used on social media and in other Trust communications channels, using their knowledge and judgment to make sure that content is engaging but also appropriate.
- 4.3 Create content and update the Trust intranet for staff and produce other internal communications, ensuring content is accurate and engaging, and working with colleagues to gain appropriate sign-off before release.

Media

- 4.4 Respond directly to external and internal enquiries, including media enquiries. The post holder will need to be able to handle calls with confidence, be able to anticipate sensitive issues and know how to handle them, and use their judgment on when to escalate issues to team colleagues and/or other senior managers.

- 4.5 Engage with the media, in liaison with senior colleagues in the team, to promote positive stories and help manage reputation.
- 4.6 The post holder will sometimes be communicating complex/ sensitive/ contentious information on matters relating to Trust reputation, patient information, or other issues.

Engagement

- 4.7 Help develop, deliver and maintain public engagement and involvement activities and associated communications, ensuring that stakeholders have opportunities to understand and be involved in the work of QVH.
- 4.8 Plan and organise events and activities for internal and external audiences, including engagement and involvement events and media opportunities.
- 4.9 Support the planning and effective management of engagement projects and assist in their successful delivery.

General communications and engagement

- 5.0 Produce high-quality content for a range of channels (including weekly staff newsletter, public website, social media, intranet and posters). This involves planning and researching content, collating information, writing copy, formatting and distribution.
- 5.1 Research and produce communications and engagement material which promotes the organisation and its key messages to audiences including staff, patients, the public and the media and captures feedback. Research will involve direct contact with patients, public, colleagues and other external stakeholders.
- 5.2 Provide communications and engagement advice to colleagues across the Trust.
- 5.3 Day-to-day management of individual projects and campaign-style activities, as directed by senior team members.
- 5.4 Represent the corporate affairs team at meetings, including presenting to audiences when required.
- 5.5 Assist with preparation, promotion and running of events including clinical talks, staff awards and the annual general meeting. (This may involve some evening work).
- 5.6 Provide a full range of support to the communication and engagement function, such as preparing presentations, large distributions and organising meetings.
- 5.7 Regularly use a range of computer software, including Trust-wide applications and also communications-specific tools.
- 5.8 Undertake other duties commensurate with this grade of post in agreement with the line manager.

Personal and Professional Development

- 5.9 Participate in the Trust's annual appraisal system designed to identify objectives and personal development opportunities.
- 6.0 Participate in the Trust's annual pay progression review (if applicable).
- 6.1 Ensure that all mandatory training is up to date
- 6.2 The post holder will be responsible for continually maintaining their working knowledge of local practices, policies and procedures and highlight ongoing training and development needs to their manager.

General:

To undertake any other reasonable duties, responsibilities or projects as requested commensurate with the postholder's skills, knowledge and experience.

PERSON SPECIFICATION

Title of post: **Band 5 – Communications and Engagement Officer**

Area	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Degree-level qualification or able to demonstrate specialist knowledge within this field through practical experience • Evidence of continuing professional development. 	<ul style="list-style-type: none"> • Qualification in a communications-related field such as journalism, public relations or marketing.
Experience	<ul style="list-style-type: none"> • Experienced in writing proactive and reactive media releases and other communications, including website copy, newsletters, and briefings. • Experienced in developing and delivering communications strategies and/or engagement campaigns in line with clear action plans. • Highly experienced in writing, publishing and managing online content. • Highly experienced at managing social media accounts. • Experience of proactive and reactive media relations. • Experience of working as part of a busy, productive team and of managing own workload, prioritising things appropriately. • Experience of planning stakeholder events. 	<ul style="list-style-type: none"> • Experience working in a large organisation with staff working across different sites. • Experience of planning and managing events. • Experience of stakeholder engagement and/or public consultation

<p>Knowledge</p>	<ul style="list-style-type: none"> • Knowledge gained through experience of working in a busy and varied communications role. • Knowledge and experience of communications and engagement, public relations, digital media, marketing and/or journalism processes. • Understanding of how to create, deliver and evaluate communication and engagement strategies and/or campaigns. • Knowledge of how to tailor communications to different audiences, adjusting the style and channels as appropriate. • Knowledge of content management systems and how to create and measure content on digital media channels (e.g. intranet, website, and social media). • Awareness of how to work within brand identity guidelines. • Knowledge of standard Microsoft software packages such as Word, Excel and PowerPoint. 	<ul style="list-style-type: none"> • Knowledge of the NHS and wider health & social care system. • Understanding of stakeholder engagement, requirements around engagement and consultation, and the NHS duty to involve. • Knowledge of the public sector equality duty and of equality, diversity & inclusion more generally. Awareness of the needs of diverse audiences. • Understanding of accessibility standards. • Awareness of public sector values.
<p>Skills</p>	<ul style="list-style-type: none"> • Excellent written and verbal communications skills, with the ability to tailor style to different audiences. • Ability to identify news hooks and key messages and create content that communicates them effectively. • Ability to create photo, video & other content (e.g. infographics and design) for use in communications. • Ability to manage communications projects and prioritise a busy workload, knowing when to escalate or seek assistance from colleagues. • Ability to work to tight deadlines and to be adaptable and resilient, responding to urgent requests and high-priority tasks. • Ability to understand, interpret and present detailed, complex and/or sensitive information in a way that is sympathetic and compassionate. 	<ul style="list-style-type: none"> •

Attributes	<ul style="list-style-type: none"> • Organised and professional approach to work. • Able to concentrate for sustained periods of time, for example, drafting copy, whilst able to respond to interruptions for more urgent requests. • Attention to detail, with an eye for accuracy. • Ability to work well as part of a team. • Ability to work autonomously, while recognising own limits and seeking appropriate guidance and approval. 	•
Additional requirements	<ul style="list-style-type: none"> • Requirement to use visual display unit equipment more or less continuously most days • Occasional exposure to distressing or emotional circumstances • Frequent requirement to sit in a restricted position for any period of time whilst working 	•

Version control (HR use only):

Version number:	AfC panel:	Clustered:	Consistency check:	Lead initials:
1	21/01/2023	N/A	01/02/2023	PK/GF
2	N/A	19/01/2024	N/A	GF