

JOB DESCRIPTION & PERSON SPECIFICATION

Job title: Internal Communications Officer

GOSH profile

Great Ormond Street Hospital for Children NHS Foundation Trust (GOSH) is an international centre of excellence in child healthcare. GOSH is an acute specialist paediatric hospital with a mission to provide world-class care to children and young people with rare, complex and difficult-to-treat conditions.

Together with our research partner, the UCL Great Ormond Street Institute of Child Health, we form the UK's only academic Biomedical Research Centre specialising in paediatrics. Since its formation in 1852, the hospital has been dedicated to children's healthcare and to finding new and better ways to treat childhood illnesses.

Great Ormond Street Hospital receives nearly 300,000 patient visits (inpatient admissions or outpatient appointments) every year (figures from 2018/19). Most of the children we care for are referred from other hospitals throughout the UK and overseas. There are 60 nationally recognised clinical specialities at GOSH; the UK's widest range of specialist health services for children on one site. More than half of our patients come from outside London and GOSH is the largest paediatric centre in the UK for services including paediatric intensive care and cardiac surgery.

Through carrying out research with the UCL Great Ormond Street Institute of Child Health, University of London and international partners, GOSH has developed a number of new clinical treatments and techniques that are used around the world.

The UK's only academic Biomedical Research Centre (BRC) specialising in paediatrics is a collaboration between GOSH and UCL Great Ormond Street Institute of Child Health. We are a member of University College London (UCL) Partners, joining UCL with a number of other hospitals – an alliance for world-class research benefitting patients.

In partnership with six other NHS trusts, we are the lead provider for North Thames Genomics Medicine Centre, part of the national 100,000 Genomes Project.

Great Ormond Street Hospital at a glance

GOSH provides over 60 different specialist and sub-specialist paediatric health services. This was the widest range on any single site in the UK.

GOSH had more than 60 YPF members, who were involved in 89 activities.

GOSH employed an average of 5,357 full time equivalent staff in 2022/23.

GOSH had 50 YPAG members, who gave feedback and had input into 45 research projects.

By the end of 2022/23 GOSH had stopped purchasing Desflurane anaesthetic medical gas, contributing to lower emissions.

2022
/23

GOSH had 2,217 participants in 933 active research studies.

The GOSH Learning Academy offered over 17,000 additional learning opportunities, more than 10 times the target.

98% of inpatients and 95% of outpatients would recommend GOSH.

GOSH had 44,994 inpatient and day cases. And 238,719 outpatient attendances.

Volunteers contributed 10,260 hours, equating to approximately £123,000 of donated time.

GOSH at a glance

Great Ormond Street Hospital Culture and Values

The Trust has developed the Always Values with our staff, patients and families that characterise all that we do and our behaviours with our patients and families and each other.

Our Always Values are that we are:



Diversity & Inclusion

Here at GOSH, we believe that improving lives for our patients begins with improving how we learn, work and grow as colleagues. So, we're changing. We know that we need to develop a more inclusive culture where everyone feels seen and heard. By growing an ever more diverse workforce, we'll have a greater range of perspectives and knowledge in our GOSH community, meaning that we can provide the children and young people at our hospital with even better care. At GOSH we have opportunities for our staff to engage with colleagues through the following networks: REACH (Race, Ethnicity and Cultural Heritage) ENABLED (Enhancing Abilities & Leveraging Disabilities Network), PRIDE & Women's networks.

Job Title	Internal Communications Officer
Directorate	Corporate Affairs
Band	5
Supervised by	Senior Internal Communications and Engagement Manager
Type of contract	Full time, permanent
Hours per week	37.5
Location	Barclay House, Great Ormond Street, WC1N 3BH
Budgetary responsibility	No
Manages	None

Main purpose of the job

This is an ideal opportunity for someone with experience in communications wanting to further their career.

This role will support the Internal Communications and Engagement team to deliver first-class internal communications to a diverse body of staff across the hospital so that they are kept informed, engaged, connected and involved in the aims and work of the hospital.

The Internal Communications Officer will keep our channels running smoothly and help staff to share their messages across the Trust at the right time, in the most effective way and using the most successful channels. Communicating in a timely, appropriate, and accessible way is paramount to ensure our messages land well with our staff.

The post holder will be responsible for sourcing, writing, editing and proof-reading stories and images from all parts of the organisation to ensure that the work of GOSH is comprehensively represented across all internal channels.

They will need good stakeholder management skills to work closely with colleagues and external suppliers to resolve any queries.

Key working relationships

Internal: Colleagues in the wider Communications team, Human Resources & Organisational Development, Sustainability, Diversity and Inclusion, ICT, Space and Place, Emergency Planning, and clinical and nursing teams across the hospital.

External: GOSH Charity, partner organisations, and suppliers

Main duties and responsibilities:

- Write, edit, and proof-read copy for a variety of internal communications channels, including our weekly e-newsletter, intranet, screensavers and other Trust literature as appropriate, ensuring that the copy is tailored for relevant audiences and in plain English.
 - Source, write and create engaging staff stories in a variety of formats including video.
 - Liaise with hospital staff to generate content and manage the flow of information across the Trust, including managing the Internal Communications team planner.
 - Support the delivery of internal events such as the fortnightly all staff briefing.
 - Take the lead in sourcing the items for and co-ordinating the monthly Senior Leadership team briefing and manage the communications team's responsibilities for the team brief process across the organisation.
 - Support the staff recognition scheme, promoting the monthly staff awards programme and helping to organise the annual staff awards.
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- Support the wider communications team on strategic projects and campaigns as required, ensuring a consistent style and identity is used throughout the Trust.
- Management of the team's shared mailboxes and calendars

This job description is intended as an outline of the areas of activity and can be amended in the light of the changing needs of the service and will be reviewed as necessary in conjunction with the post-holder.

Other information

Great Ormond Street Hospital for Children NHS Foundation Trust is a dynamic organisation, therefore changes in the core duties and responsibilities of this role may be required from time to time. These guidelines do not constitute a term or condition of employment.

The GOSH Learning Academy (GLA)

Staff education and training influences every stage of the patient journey. Be it the communication skills of the medical secretary planning a patients' stay, the multi-professional team caring for them on the ward, the leadership skills of our corporate and operational teams, or the administrator planning their transport home – each member of staff needs the up-to-date knowledge, skills, and capabilities to provide our patients with exceptional care. We have a number of opportunities for staff available through the GOSH Learning Academy.

PERSON SPECIFICATION

This table lists the essential and desirable requirements needed in order to perform the job effectively. Candidates will be shortlisted based on the extent to which they meet these requirements. Evidence for suitability in the role will be measured via a mixture of application form, testing and interview.

Gosh Culture and Values	Essential	Desirable	Assessment method
Our Always Values <ul style="list-style-type: none"> • Always welcoming • Always helpful • Always expert • Always one team 	E		I/A/T
1) Knowledge and understanding of diverse backgrounds and perspectives. 2) Understanding of Diversity and Inclusion challenges in the workplace. 3) Demonstrable contribution to advancing Equality, Diversity and Inclusion in the Workplace	E		I
Academic/Professional qualification/Training			



NHS

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NHS Foundation Trust

A relevant degree or equivalent educational qualification and/or relevant work experience	E		A
Experience/Knowledge			
Previous experience in an internal communications role	E		A
Understanding of internal communications best practice and employee engagement	E		A/I
Recent and relevant experience of day-to-day management of internal communications channels, including face to face and digital	E		A/I
External communications awareness – ability to create opportunities and links for internal communications	E		A/I
Experience of using measurement and feedback to improve internal communications	E		A/I
Knowledge of e-newsletter platforms (e.g., Poppulo, Adestra, DotDigital, Mail Chimp or similar)		D	
Skills/Abilities			
Ability to use Microsoft Office, including Word, PowerPoint and Outlook	E		A
Strong written communication skills with the ability to tailor content for a variety of channels and audiences	E		I/T
Strong communications and stakeholder management skills, including planning and evaluation	E		I
The ability to turn complex information into easily understandable messages, both verbally and in writing, to a range of audiences at different levels	E		I/T
Proven strong organisational, project and time management skills	E		A/I/T
Strong interpersonal skills and team working	E		A/I/T
Attention to detail and providing quality and accurate level of work	E		A/T
Design skills to create and edit video and engaging digital design		D	A

Criteria Key:

Essential: **E**

Desirable: **D**

Review Method:

Application form: **A**

Interview: **I**

Test: **T**