

JOB DESCRIPTION

Post Title: Communications assistant

Department: Communications

Responsible to: Deputy Director of Communications

Accountable to: Director of Communications

Key Relationships:

- Communications team
- Chief Executive, Executive Directors & PAs
- Chairman & Non-executive Directors
- Staff & staff representatives
- Service users, carers & members of the public
- External suppliers
- Partner organisations, such as Trusts, CCGs and local authorities
- External stakeholders, including official visitors, MPs & local councillors

Grade: AfC band 5

Trust Values

The post holder will demonstrate our organisational values:

1. **Togetherness:** Ensure teamwork, mutual respect and trust sit at the heart of everything we do here. Our service users and their carers are an integral part of the team
2. **Responsibility:** Ensure when we say we're going to do something, we do it. We don't leave it to someone else to do. Our service users are responsible for engaging in their treatment.
3. **Excellence:** Ensure we strive for excellence in everything we do. 'Good enough' is simply not good enough. Excellent is better. The safety of our service users and our team is our number one priority.
4. **Caring:** Ensure caring means more than showing compassion to our service users and each other. It's also about having a can-do attitude, stepping up and caring to be the best we can. Because we care, we give praise when it's due.

Job Summary:

The Communications Assistant is a pivotal role within the West London Communications Team, providing responsive communications advice and assistance and improving engagement across digital platforms.

Motivated and ambitious, you will be seeking to further develop your career as a communications professional. Excellent writing skills and a high degree of technical skill will be needed in the role, which will involve drafting communications materials, managing content on a range of communications channels, and supporting the team on a range of projects, campaigns and events.

Taking a proactive, organised and innovative approach to your work, you will make a real impact to staff experience and engagement and help to transform the Trust's external profile.

Main duties and responsibilities:

- Act as the first point of contact for requests and queries coming into the Communications Team via the communications inbox, responding or triaging within the team as appropriate.
- Develop and maintain excellent contacts and trusted relationships with a wide range of internal and external stakeholders.
- Manage the communications planning grid for key internal and external activities, liaising with Communications Team members to ensure it is up to date and accurate.
- Act as the named communications lead for select clinical and/or corporate services; attending team meetings as needed, developing an in depth understanding of the services and priorities and providing responsive advice and assistance.
- Manage the Trust's corporate social media channels; create and schedule content and regularly monitor performance to improve engagement.
- Develop and issue corporate email communications to staff, including regular newsletters and ad-hoc alerts.
- Prepare a range of regular written and digital communications for publication on the staff intranet and external website, including news items, blogs and videos.
- Develop content and materials written in engaging, plain English language for different audiences and corporate communications channels.
- Regularly monitor digital platforms to ensure content and appearance is up to date and in line with communications policies and guidance.
- Provide regular reports on the performance of digital communications channels, identifying trends and making recommendations for improvement.
- Develop and maintain an image and video library for staff use, obtaining consent where appropriate.
- Provide high quality administrative and business support to the Communications Team.

The Communications Assistant will support the Communications Team to deliver the following activities:

- Managing the Trust's corporate identity to ensure all frontline and support teams produce high quality communications that help to strengthen the Trust's brand as a service provider and employer of choice.
- Planning and delivery of corporate campaigns and events.
- Implementation of communications strategies and operational communications plans.
- Preparation of the Trust's annual report.
- Providing advice to staff wishing to design and print patient and staff information.
- Establishing and maintaining a list of quality and value for money suppliers for print and design.

- Keeping the Trust website, intranet and social media channels up to date and relevant.

Workforce

- This role does not have staff management/supervision responsibilities.
- S/he will frequently work on her/his own initiative, exercising judgement and skill and handling issues with confidentiality and discretion.
- The postholder will provide office management support to the team.
- S/he will be supervised by the Head of Communications, with weekly meetings and regular one to one meetings

Financial

- The postholder does not have budget management responsibilities, but will be expected to ensure best value for money and use of public funds purchasing equipment etc.
- S/he will manage the team's petty cash account and all the team's invoices, working with the Finance department to ensure that suppliers are paid in a timely manner.
- S/he will manage contracts with external suppliers and the business and purchasing requirements of the team, as well as compliance with financial processes
- S/he will be an authorised signatory for events, office supplies, meetings, travel and the effective management of stock

Partnerships

Communications & Relationships

- This role requires a high degree of tact and diplomacy, with the postholder being responsible for promoting a professional image for the Trust at all times
- The postholder will be expected to build and maintain relationships with staff across the organisation and a range of external contacts, including at a very senior level.
- S/he will liaise on a regular basis with the offices of the Chief Executive, Executive Directors and Chairman.

General

- **The role is office and home based** with the postholder expected to travel to the Trust's different sites (both in London and at Broadmoor Hospital) and will need to visit external sites, such as venues.
- **Physical effort:** commensurate with an office environment and working at a computer for a significant proportion of the working day
- **Emotional effort:** commensurate with a busy office environment. Due to the nature of the roles, there may be times when the postholder will need to handle sensitive and/or distressing information about staff, patients and carers.
- **Mental effort:** concentration required, with frequent interruptions to deal with urgent requests, working to tight deadlines. The postholder will need to manage competing demands and tensions between the expectations of different audiences. The role requires a strong personal organisation, efficiency, with the ability to prioritise and think quickly. In doing so, s/he will need to handle issues in such a way as to mitigate their impact on the Trust's reputation
- **Working conditions:** commensurate with a busy office environment

General Information

Review of this job description

This job description is intended as an outline indicator of general areas of activity and will be amended in the light of the changing needs of the organisation. To be reviewed in conjunction with the post holder on a regular basis. You may be required to work at other locations within the Trust as determined by the duties of your post. You may be required to undertake any other duties at the request of your line manager which are commensurate with the role, including project work, internal job rotation and absence cover.

General

- The postholder may be required to work at any of the Trust's sites in line with the service needs
- The post holder must at all times carry out his/her responsibilities with due regard to the Trust's Equal Opportunities Policy
- This job description describes responsibilities, as they are currently required. It is anticipated duties will change over time and the job description may need to be reviewed in the future
- All staff have a responsibility to participate in the Trust's Performance Appraisal Scheme and to contribute to their own development and the development of any staff who they are responsible for appraising

Confidentiality

The postholder must ensure that personal information for patients, members of staff and all other individuals is accurate, up-to-date, kept secure and confidential at all times in compliance with the Data Protection Act 1998, the Caldicott principles and the common law duty of confidentiality. The postholder must follow the record keeping guidelines established by the Trust to ensure compliance with the Freedom of Information Act 2000.

Data Protection Act

All staff who contribute to patients' care records are expected to be familiar with, and adhere to, the Trust's Standards of Records Keeping. Staff should be aware that patients' care records throughout the Trust will be subject to regular audit.

All staff who have access to patients' care records have a responsibility to ensure that these are maintained efficiently and that confidentiality is protected in line with the Trust's Code of Confidentiality.

All staff have an obligation to ensure that care records are maintained efficiently and that confidentiality is protected. Staff are also subject to this obligation both on an implied basis and also on the basis that, on accepting their job description, they agree to maintain both patient/client and staff confidentiality.

In addition, all health professionals are advised to compile records on the assumption that they are accessible to patients in line with the Data Protection Act.

Continuous Improvement

The Trust has adopted a strategy for continuous improvement and all members of staff employed by the Trust are expected to play an active role in development and improving services to the benefit of service users.

All employees are required to participate in the annual Personal Development Review activities and any associated training and/or learning opportunities.

Systems & IT Skills Requirements

All Trust staff need to have the essential IT skills in order to use the Trust Clinical Information System as well as other required IT related applications in their jobs. Initial and ongoing IT applications and IT skills training will be provided to underpin this requirement.

Health & Safety

All staff must comply with all Trust Health & Safety Policies and Procedures. Staff must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974), and to ensure that agreed safety procedures are carried out to maintain a safe environment for employees, patients and visitors.

Employees must contribute to a healthy and safe working environment by adhering to health and safety regulations and Trust policies. Employees must act in a responsible manner to ensure the care of their own health and safety and that of others who may be affected by their omissions at work.

Employees must co-operate with the employer insofar as is necessary to enable Health and Safety duties or requirements to be performed and complied with. Employees must not intentionally or recklessly interfere with, or misuse anything that is provided in the interest of the health, safety and welfare of staff, patients and the general public.

Professional Registration

- i) If you are employed in an area of work which requires membership of a professional body in order to practice (e.g. Nursing & Midwifery Council for nurses), it is a condition precedent of your employment to maintain membership of such a professional body. It is also your responsibility to comply with the relevant body's code of practice. Your manager will be able to advise you on which, if any, professional body of which you must be a member.
- ii) You are required to advise the Trust if your professional body in any way limits or changes the terms of your registration.
- iii) Failure to remain registered or to comply with the relevant code of practice may result in temporary downgrading, suspension from duty and/or disciplinary action, which may result in the termination of your employment.
- iv) If you are required to have registration with a particular professional body or to have specific qualifications, you must notify your manager on appointment of such fact and provide him or her with documentary evidence of them before your employment commences or, at the latest, on your first day of employment. Furthermore throughout your employment with the Trust, you are required on demand by your manager to provide him or her with documentary evidence of your registration with any particular professional body or in respect of any required qualifications.

Risk Management

All Trust employees are accountable, through the terms and conditions of their employment, professional regulations, clinical governance and statutory health and safety regulations, and are responsible for reporting incidents, being aware of the risk management strategy and emergency procedures and attendance at training, as required.

All staff have a responsibility to manage risk within their sphere of responsibility. It is a statutory duty to take reasonable care of their own safety and the safety of others who may be affected by acts or omissions.

All managers throughout the organisation have a responsibility to ensure that policies and procedures are followed, that staff receive appropriate training, that a local risk register is developed and monitored on a quarterly basis and any changes reported to the Clinical Risk Management Group and Strategic Risk Management Committee.

Managers are responsible for implementing and monitoring any identified risk management control measures within their designated area/s and scope of responsibility. In situations where significant risks have been identified and where local control measures are considered to be potentially inadequate, managers are responsible for bringing these risks to the attention of the Clinical Risk Management Group and Strategic Risk Management Committee if resolution has not been satisfactorily achieved.

Infection Control

All Trust staff are responsible for protecting themselves and others against infection risks. All staff regardless of whether clinical or not are expected to comply with current infection control policies and procedures and to report any problems with regard to this to their managers. All staff undertaking patient care activities must attend infection control training and updates as required by the Trust.

Financial Regulations

All staff are responsible for the security of the property of the Trust, avoiding loss or damage of property, and being economical and efficient in the use of resources. Staff should conform to the requirements of the Standing Orders, Standing Financial Instructions or other financial procedures including the Code of Conduct and Accountability and the Fraud and Corruption Policy.

Safeguarding & Duty of Candour

All staff must be familiar with and adhere to the Trust's safeguarding procedures and guidelines.

All Trust staff have a duty of candour to inform their line manager as soon as practicable, when they believe or suspect that treatment or care it provided has caused death or serious injury to a patient. It is a criminal offence for any registered medical practitioner, or nurse or allied health professional or director of an authorised or registered healthcare organisation to knowingly obstruct another in the performance of these statutory duties, provide information to a patient or nearest relative with the intent to mislead them about such an incident or dishonestly make an untruthful statement to a commissioner or regulator, knowing or believing that they are likely to rely on the statement in the performance of their duties.

Standards of Business Conduct

The postholder will be required to comply with the Trust's Standing Orders and Standing Financial Instructions and, at all times, deal honestly with the Trust, with colleagues and all those who have dealing with the Trust including patients, relatives and suppliers.

Valuing Diversity & Human Rights

It is the aim of the Trust to ensure that no job applicant or employee receives less favourable treatment on the grounds of sex, sexual orientation, marital/partnership status, race, religion, age, creed, colour, ethnic origin, disability, part time working status and real or suspected HIV/AIDS status and is not placed at a disadvantage by conditions or requirements which cannot be shown to be justifiable.

All employees have responsibility to ensure their practice adheres with both legislation and policies. West London NHS Trust and its staff have legal duties under the Human Rights Act 1998. All public authorities have a legal duty to uphold and promote human rights in everything they do. It is unlawful for a public authority to perform any act which constitutes discrimination.

No Smoking Policy

There is a smoke free policy in operation in the Trust. In accordance with this policy, smoking is positively discouraged and is not permitted anywhere within the buildings, on the premises or grounds.

Designated smoking areas or smoking rooms are not permitted. Support is provided for staff members who wish to stop smoking.

Waste Disposal

All staff must ensure that waste produced within the Trust is segregated and disposed of in such ways that control risk to health, or safety of staff and the public alike in accordance with relevant legislation and procedures contained within the Trust policy.

Person Specification

	Essential	Desirable
Qualifications & Training	<ul style="list-style-type: none"> • GCSE English Language or equivalent • Degree or equivalent qualification in marketing, communications, journalism or public relations, or equivalent experience. 	<ul style="list-style-type: none"> • Full driving licence
Experience	<ul style="list-style-type: none"> • Experience of working in a busy office environment • Experience of organising internal & external events from conception to delivery • Experience of using large databases • Demonstrable experience of using initiative to improve offices processes 	<ul style="list-style-type: none"> • Experience of working in the NHS or public sector • Experience of working within a communications/press environment
Knowledge & Skills	<ul style="list-style-type: none"> • Excellent written & verbal skills • Highly competent user of Outlook, Word, Excel, PowerPoint & Access databases • Strong planning & organisational skills • Diary management • Note & minute taking • Knowledge of business planning, budgets & financial processes • Good interpersonal skills, with the ability to work with people in a diplomatic manner • Ability to meet tight deadlines, with good negotiation/persuasion skills, dealing effectively with challenging issues 	<ul style="list-style-type: none"> • Understanding of the NHS and wider health environment • Understanding of Data Protection, Freedom of Information & Caldicott principles • Experience of using content management systems and writing for the web • Use of video editing software/tools • Use of email marketing software/platforms • Experience of working with design and print agencies • Experience of arranging or supporting events or conferences

		<ul style="list-style-type: none"> • Experience of delivering or supporting campaigns • Knowledge and understanding of the media (print, broadcast, online) • Knowledge of key issues currently facing the NHS
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Personal Qualities	<ul style="list-style-type: none"> • Proactive/can-do outlook • Ability to work effectively as part of a team • Strong attention to detail • Ability to work to tight deadlines • Ability to organise own work, using initiative & prioritising to meet deadlines • Excellent time management • Ability communicate with people at all levels in a courteous & professional manner • Willingness to learn new skills, processes or tasks in a changing environment 	
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West London
NHS Trust