

## JOB DESCRIPTION

**Title:** Senior Communications and Engagement Officer

**Hospital/MCS:** Saint Mary's Managed Clinical Service

**Band:** Band 6

### ORGANISATIONAL RELATIONSHIPS

**Managerially Accountable to:** Business Support Manager

**Professionally Accountable to:** Director of HR & OD

**Other Reporting Relationship:** The postholder will also have a professional relationship to the Group Communications Team to ensure the delivery of an integrated engagement and communications programme of work between Group and the Managed Clinical Service

**Location:** Primarily Saint Mary's Management Offices, Oxford Road with travel to our sites in the North and South of the city

### 1. JOB SUMMARY

1.1 This role will support the delivery of the internal and external engagement and communication plans for all staff across Saint Mary's Managed Clinical Service.

1.2 Key responsibilities will include creating engaging, timely and high-quality content for internal communication workstreams, developing social media platforms, working with the Group Communications Team to support external communications across all services, maintaining an up-to-date intranet, via SharePoint and website, monitoring and measuring communications channels and creating bulletins, briefings, posters and other collateral.

1.3 The post holder will be responsible for specific projects where, within broad procedural guidelines and with indirect supervision, they must use their own initiative and independent judgement to assess and take the necessary action. Examples include the organisation of the Saint Mary's People Recognition Awards, staff intranet development and content and coordination and delivery of an effective social media plan for the Managed Clinical Service.

### 2. MAIN DUTIES AND RESPONSIBILITIES

#### 2.1 Communication

- Lead the development of the Saint Mary's Managed Clinical Service communication plan.
- To manage the content of the Saint Mary's intranet, developing copy and design to ensure professional presentation and engaging content, which is timely, up to date and relevant and interesting to the target audience.

- To develop copy and lead the production and distribution of the Saint Mary's 'In the Loop' staff briefing focusing on service updates, staff recognition, achievement, wellbeing and staff experience.
- To liaise and build relationships with key members of staff across Saint Mary's, proactively seeking out staff stories and case studies for internal communication, developing proactive stories and working closely with internal stakeholders to deliver the process from planning to implementation to maximise content generation for Saint Mary's Intranet site, external website, newsletters, blogs, social media etc.
- To coordinate the delivery of monthly 'In The Loop Live' staff engagement sessions ensuring creative promotion, methods to encourage attendance and participation before the event, collation of feedback and participation during the event and post event evaluation to ensure a cycle of continuous improvement is achieved.
- To maintain an up-to-date communication distribution lists for all staff across Saint Mary's.
- To design all communication materials for Saint Mary's in line with NHS and Trust brand guidelines whilst delivering an innovative, eye-catching and engaging approach to securing attention from key audiences.
- To be responsible for the planning and managing an annual calendar of engagement events ensuring that the key deliverables of Saint Mary's Engagement and Communication Strategy are proactively delivered.
- To support the delivery of internal engagement activities such as staff briefings and social media platforms with timely and relevant content as well as internal notices and announcements
- To support the promotion of the annual NHS Staff Survey and quarterly Pulse Surveys across Saint Mary's including developing materials and regular briefings to encourage participation.
- To support the analysis and findings of the annual NHS Staff Survey and regular Pulse Survey developing materials to share findings and promote the programme of work required to respond to feedback following the survey results.
- To design high quality materials such as recruitment brochures and correspondence that promotes the services of Saint Mary's and to have responsibility to ensure they are up to date reflecting changes in key personnel and services.
- To support the delivery the annual Saint Mary's People Recognition Awards, communicating the nominations process, coordination of the annual awards ceremony and promotion of winners and highly commended staff.
- To support the Senior Leadership Team with the organisation, promotion and review of engagement networks including the Leaders Forum and the Diversity and Inclusion Network.
- To work with the Saint Mary's HR Team to deliver communications and engagement support for an annual programme of health and wellbeing events including the development and production of materials, coordination of events and evaluation of activities.
- To act as lead for development and maintenance of all website content for Saint Mary's,

working with Divisional leads and Group Communications Officers to ensure that all content is presented in accordance with Group guidelines and brand.

- To deliver intranet news stories, posters, and other internal Saint Mary's literature as appropriate, ensuring that the copy is tailored for relevant audiences and in plain English. This includes, designing and developing engaging screensavers for display on staff's computer screens.
- To research, write and obtain the necessary approvals for promotional and information materials, including newsletters, Saint Mary's MCS wide literature, intranet and Internet sites.
- To support all stakeholder engagement across Saint Mary's through the development and delivery of high quality internal and external communications in partnership with the Group Communications Team where needed.
- Act as a liaison between the Managed Clinical Service and the Group Communications team in relation to any media requests, publication of good news patient stories, recruitment and other externally related activities
- To support the creation of short films. This will include script drafting, organising and supervising filming and liaising with staff across Saint Mary's to take part.
- Support visits as required, including outside of normal working hours.
- The post holder may be required to undertake other duties and responsibilities as determined by their line manager within the overall parameters of the post.

### **2.3 Education and Development**

- To be responsible for own development though full participation in the appraisal process and personal development planning.
- To keep abreast of developments within the Trust and the NHS as a whole, and to ensure that the most up to date practices are appropriately employed within the working environment.

### **2.4 Confidentiality & Professional Duties**

- The post holder is required to maintain confidentiality at all times in all aspects of their work.
- Ensure that all information received is communicated in a timely manner.
- Ensure a professional approach to duties at all times.
- Communicate appropriately on a day-to-day basis with staff at a very senior level internally and externally.
- Manage contact with the public either by phone or in person in a confident and sensitive manner.
- Prioritise urgent jobs / tasks and ensure that all deadlines are met.

**This job description is an outline of the key task and responsibilities of the role and is not intended as an exhaustive list. The job may change over time to reflect the changing needs of the Trust and its services, as well as the personal development needs of the post holder.**

## **2.5 Health and Safety**

The Trust has statutory responsibility to provide and maintain a healthy and safe environment for its staff to work in. you equally have a responsibility to ensure that you do nothing to jeopardize the health and safety of either yourself or of anybody else. The Trust's Health and Safety Policies outline your responsibilities regarding Health and Safety at work.

The post holder must not willingly endanger him/herself or others whilst at work. Safe working practices and safety precautions must be adhered to. Protective clothing and equipment must be used where appropriate.

All accidents/incidents must be reported to your Senior Manager and documented as per Trust Policy, including the reporting of potential hazards.

## **2.6 Security**

The post holder has a responsibility to ensure the preservation of NHS property and resources.

## **2.7 Team Briefing**

The Trust operates a system of Team Briefing, which is based on the principle that people will be more committed to their work if they fully understand the reasons behind what is happening in their organisation and how it is performing.

## **2.8 No-Smoking Policy**

The Trust operates a smoking control policy. The policy applies to staff, patients and visitors and extends to the hospital grounds as well as internal areas. Staff appointed will agree not to smoke on hospital premises.

## **2.9 Equal Opportunities**

The Trust encourages Equal Opportunities and operates an Equal Opportunities Policy. All individuals regardless of race, ethnicity, nationality, gender or disability are encouraged to apply for all advertised posts.

## **2.10 Infection Control**

It is a requirement for all staff to comply with all infection control policies and procedures as set out in the Trust Infection Control manual.

This job description indicates the main functions of the post holder and may be subject to regular review and amendment in the light of service development. Any review will be undertaken in conjunction with the post holder and in line with Trust Policy.

## MFT Values and Behaviours Framework 'Together Care Matters'

This below table outlines the types of behaviours you'd be expected to exhibit if you were living our Values and Behaviours effectively within your role.

Value	Behaviours we want - Examples of this Value in practice
Working Together	<ul style="list-style-type: none"> <li>• I listen and value others views and opinions</li> <li>• We work together to overcome difficulties</li> <li>• I effectively communicate and share information with the team</li> <li>• I do everything I can to offer my colleagues the support they need</li> </ul>
Dignity and Care	<ul style="list-style-type: none"> <li>• I treat others the way they would like to be treated – putting myself in their shoes</li> <li>• I show empathy by understanding the emotions, feeling and views of others</li> <li>• I demonstrate a genuine interest in my patients and the care they receive</li> <li>• I am polite, helpful, caring and kind</li> </ul>
Everyone Matters	<ul style="list-style-type: none"> <li>• I listen and respect the views and opinions of others</li> <li>• I recognise that different people need different support and I accommodate their needs</li> <li>• I treat everyone fairly</li> <li>• I encourage everyone to share ideas and suggestions for improvements</li> </ul>
Open and Honest	<ul style="list-style-type: none"> <li>• I admit when I have made a mistake, and learn from these</li> <li>• I feel I can speak out if standards are not being maintained or patient safety is compromised</li> <li>• I deal with people in a professional and honest manner</li> <li>• I share with colleagues and patients how decisions were made</li> </ul>

## PERSON SPECIFICATION

### SENIOR COMMUNICATIONS AND ENGAGEMENT OFFICER

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent experience</li> <li>• Good standard of education (A-C GCSE minimum)</li> </ul>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience and demonstrated interest in media and communications</li> <li>• Knowledge of using social media management tools and writing content for different audiences</li> <li>• Experience of preparing comprehensive communications plans and leading on delivery</li> <li>• Experience in writing, including articles, newsletters, promotional materials and press releases</li> <li>• Experience of planning and implementing staff/stakeholder events and briefings</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of the NHS and its partner organisations</li> <li>• Experience in effective networking and building partnerships with different interest groups</li> <li>• Specialist training and experience in website copywriting and development</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Excellent verbal and written communication skills (including spelling, grammar and punctuation)</li> <li>• Ability to work to deadlines</li> <li>• High level of IT competency and able to demonstrate advanced use of software programmes including Microsoft Outlook / Teams / Excel / Powerpoint / Word</li> <li>• Demonstrated ability to generate new ideas with an ability to problem solve</li> <li>• Ability to manage and deliver multiple tasks at the same time</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge and experience of using Adobe Creative Cloud including Illustrator, InDesign, Premiere Pro and Photo Shop</li> <li>• Knowledge of applying communication techniques for a large, complex organisation</li> </ul>
<b>Qualities</b>	<ul style="list-style-type: none"> <li>• Ability to work with people at all levels and across organisations</li> <li>• Operates with diligence, precision with attention to detail</li> <li>• Able to show initiative, work with minimum supervision and be adaptive to changing circumstances showing resilience</li> <li>• Able to work positively as part of a team</li> </ul>	