JOB TITLE: Communications and Digital Design Officer   Band: 5

JOB OVERVIEW:

The post holder will design and produce communications assets including photography, infographics, posters, social media artwork, videos, and animation and;

- Play a key role in Communications campaigns including vaccination, health protection and population campaigns, along with other campaigns managed by the Communications team

- Develop and support the Health Board's social media, website, and intranet sites as part of the Communications Team.

- Support and manage the intranet and website servers and databases, ensuring their availability at all times with the support of IT Services and DHCW.

- Develop and support the Health Board website in line with the Health Board's requirements.

- Use research and analysis, identify, and resolve any issues or errors. Liaise with DHCW to offer technical advice on potential developments and where new technologies/methodologies can be used.

- Respond to and deal with staff enquiries and project requests, providing technical advice, support, and guidance.

- Design and deliver digital training where needed within the Communications team, including practical application of communication design software including Adobe Creative Suite.

Responsible to:

Reporting:	Accountable:	Professionally:
Deputy Head of Communications	Deputy Head of Communications	Head of Communications

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Communication.

- Work with Communications Team colleagues supporting social media and campaign projects in the publication of messages across all channels and support the management of social media when required.

- Work with Communications and Engagement Team colleagues to ensure press releases and articles are published in a timely manner, and produce, edit, and upload videos to the Health Board's YouTube channel and subtitle as required.

- Share complex knowledge of systems with people at all skill levels in a clear and precise manner.

- provide Communications advice and guidance all tiers of staff, from senior managers to clinical staff members.

- Respond to and deal with staff enquiries and offer technical support concerning the website and intranet, communications design applications and software, as well as providing technical advice and guidance.

- Negotiate with external third-party companies over any software problems and future software purchases.

- Post news items and press releases provided by the Communications Team onto the internet and intranet on a daily basis, often containing complex and sensitive information.

- Provide ongoing technical support for content providers trained on Sharepoint and MURA systems.

- Ssupport the Welsh Language Communications Officer in the publication of information, documents and videos in Welsh on MURA and YouTube.

Planning and Design

- Arrange meetings with staff across the Health Board to review and provide technical advice

- manage requests for social media, website, and intranet publishing from around the Health Board, prioritising these requests according to organisational priorities.

- apply judgement to resolve day-to-day issues, solving complex system-related problems that can contain both clinical and non-clinical information.

- conduct analysis and development, with limited support from professional staff, to keep systems current with changing technologies.

- organise their own work effectively and work on their own initiative, planning, organising, and implementing their own meetings, presentations, training sessions and workloads.

- Planning own projects through all aspects of the process; designing, developing, testing, delivering, and maintaining to ensure they meet any deadlines. In many cases, these projects have an impact on other departments, particularly if deadlines are not met.

- Post news items and press releases provided by the Communications and Engagement Team onto the website and intranet on a daily basis, often containing time sensitive information.

- Work with the Communications and Engagement Team in the planning, delivery, and implementation of specialised campaigns.

- Work with the Communications and Engagement Team in the planning, delivery, implementation and attending of events.

Improvement, Monitoring, Policy/Service Development

- Responsible for providing a full range of technical support to all levels of staff during software deployment.

- provide analytical usage data of systems to aid the development of services

- Ongoing requirement to act with minimum guidelines setting standards for others, particularly in the use of Cascade and MURA.

Clinical

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- providing patients with relevant information relating to their care or information for family members via the corporate websites. At times needing to engage for both technical support and feedback purposes.

Management, Training & Leadership

- Design and deliver training to intranet and website content contributors

- Provide practical training to members of staff across the organisation

- Works to achieve agreed objectives and is given freedom to do this in own way working within broad professional policies;

- Acts when required to, without reference to manager particularly for intranet and website developments.

Finance and Budget

- Responsible for maintaining expensive IM&T equipment including PCs, Servers, Printers etc.

Digital and Information

- Frequent requirement for prolonged concentration when inputting and manipulating data i.e. collating data to produce reports/statistics, inputting data into databases etc.

Research Development. Evaluation & Audit

- Testing of IM&T systems proposed for use within the organisation, including applications & hardware

Essential Qualifications & Knowledge	Desirable	Essential Experience	Desirable
Relevant Digital design, digital PR, or Digital Communications related degree, or equivalent experience of working in digital design, video production, PR campaigning. Knowledge in software including but not exclusively, Microsoft, Sharepoint, Adobe Creative, Canva, and MURA (the NHS Wales website platform) Photoshop and video editing software	Knowledge of web design	Advanced use of graphics and design packages to manipulate images and create graphics and infographics, communication visual assets etc Experience in photography and photo editing. Experience in video shooting and production/editing Social media campaign experience	Experience of working within a health organisation. Experience of planning and delivering training.

Essential Aptitude and abilities	Desirable	Other Essential Criteria	
Adhere to and can demonstrate SBU Values & Behaviours Ability to work as part of a team and to advise and assist staff from across the Health Board in a collaborative manner Ability to fix system problems under pressure Ability to manage and prioritise workload to work to strict deadlines in a busy and fast-paced environment. Strong written communication skills, with the ability to write reports. Strong attention to detail with a keen eye for accuracy.	Welsh Speaker (Level 1)	Ability to travel within geographical area. Able to work hours flexibly to meet service demand. Able to work collaboratively with key stakeholders Strong communication and presentation skills	

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Internal communications Manager

Senior Communications Officer

Digital Communications Officer

THIS POST

Communications Assistant

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