

## **JOB DESCRIPTION**

### **1. General Information**

JOB TITLE:	Communications Manager (job share)
GRADE:	7
DEPARTMENT:	Communications
HOURS:	22.5
RESPONSIBLE TO:	Senior Media Manager
ACCOUNTABLE TO:	Head of Media and Corporate Communications

### **Guy's and St Thomas' NHS Foundation Trust**

Guy's and St Thomas' NHS Foundation Trust comprises 5 of the UK's best known hospitals – Guy's, St Thomas', Evelina London Children's Hospital, Royal Brompton and Harefield – as well as community services in Lambeth and Southwark, all with a long history of high quality care, clinical excellence, research and innovation.

We are among the UK's busiest, most successful foundation trusts. We provide specialist care for patients including heart and lung, cancer and renal services as well as a full range of local hospital and community services for people in Lambeth and Southwark.

We have a long tradition of clinical and scientific achievement and – as part of King's Health Partners – we are one of England's eight academic health sciences centres, bringing together world-class clinical services, teaching and research.

We have around 25,300 staff, making us one of the largest NHS trusts in the country and one of the biggest employers locally. We aim to reflect the diversity of the communities we serve and continue to develop new and existing partnerships with local people, patients, neighbouring NHS organisations, local authorities and charitable bodies and GPs.

We strive to recruit and retain the best staff as the dedication and skills of our employees lie at the heart of our organisation and ensure that our services are of the highest quality, safe and focused on our patients.

## **The communications team**

The team is led by the Trust Director of Communications who is responsible for leading and developing the Trust's full range of communications channels for its diverse audiences, working closely with the Trust's clinical groups and corporate services and the executive leadership team.

In the Evelina London and Royal Brompton and Harefield clinical groups, there is a senior head of communications at clinical group level, who forms part of the leadership team of both the clinical group and the communications team, working closely with the head of media and corporate communications and the head of digital communications and patient information who lead the communications functions at a Trust level.

The senior communications team is collectively responsible for enhancing and protecting the reputation of the Trust and for all aspects of internal and external communications, ensuring effective engagement with key audiences. This includes developing and overseeing a wide range of patient and public-facing channels; media management 24/7; all aspects of digital communications, including three primary and a number of subsidiary websites; internal communications to more than 23,000 staff across 5 main hospital and over 20 community sites in south east and north west London; brand management for Guy's and St Thomas' and its key sub brands; managing a comprehensive range of stakeholder relationships, including with our many partner organisations at both a national and local level and across a wide geography; influencing a wide range of political and other leaders across diverse networks; working closely with our charities and fundraising teams to deliver our philanthropic ambitions; producing key statutory publications and a wide range of patient information.

The Trust has one of the largest strategic development programmes in the NHS, including further integration of Royal Brompton and Harefield as part of a new Trust operating model, implementation of the 'Apollo programme' (the largest Epic electronic health record implementation in the UK, which went live from October 2023); the expansion of the Evelina London Children's Hospital, and a number of other innovation and transformation programmes.

## **Organisational Values:**

Our values help us to define and develop our culture, what we do and how we do it. It is important that you understand and reflect these values throughout your employment with the Trust.

The post holder will:

- Put patients first
- Take pride in what they do
- Respect others
- Strive to be the best
- Act with integrity

Our [values and behaviours framework](#) describes what it means for every one of us in the Trust to put our values into action. The framework can be found on our Trust careers pages and GTIntranet.

## **2. Job Summary**

The Communications Manager will work on media relations, proactive and reactive. They will have a thorough understanding of the Trust's priorities, business and services and use this expert knowledge to promote them and effectively respond about them to the media. They will manage media contacts with the Trust and any media presence at the Trust, as a key member of the press office team.

They will have strong experience and good contacts with national, local and health journalists and ensure the Trust communications department maintains its excellent reputation internally and externally for the quality and reliability of its media relations. They will have detailed knowledge of the healthcare sector and current national priorities and maintain a good understanding of the national news agenda and use this to identify opportunities to promote and enhance the Trust's reputation.

Their knowledge, experience and expertise will ensure the Trust's media handling is fit for the digital age and reflects the speed at which news stories may develop. They will also play a key role in managing the Trust's X (formerly Twitter) feed and forward plan social content and activity in line with corporate objectives and clinical priority areas. They will be prepared to handle issues and major incidents at very short notice with expertise and professionalism, and participate in the media out-of-hours on-call rota.

They will oversee the development and delivery of the media team's strategy to support the Trust's fundraising priorities. Fundraising is a major priority for the Trust, and this will require knowledge and understanding of NHS fundraising and close working with the senior teams and communications colleagues in the fundraising team and Guy's and St Thomas' Charity brands.

They will also play a key role in delivering the Trust's corporate communications agenda, ensuring that staff, patients and stakeholders are kept informed of the latest developments across the organisation. In particular, they will lead the editorial processes, content management and production of The GiST, the Trust's flagship quarterly magazine for staff, members of the public and other stakeholders and the e-Gist, the Trust's monthly e-newsletter.

The post holder will also line-manage the Trust's Senior Media Officer and provide professional guidance and support to colleagues across the whole communications team.

### **3. Key relationships**

Developing key relationships and networks within the department, across the Trust and King's Health Partners and with external stakeholders are essential to the successful delivery of duties and responsibilities. Inspiring confidence and trust in professional and personal capabilities and conduct will provide the cornerstone for the key relationships.

#### Internal

- Director of Communications
- Head of Media and Corporate Communications
- Colleagues in the communications department
- Trust Executives and Directors
- Trust governors
- Clinical Directors, Heads of Nursing and General Managers
- Capital projects and estates team
- Other corporate department leads and staff
- GP liaison officer
- Members of The GiST readers panel and editorial board
- King's Health Partners communications colleagues
- Senior and communications fundraising team colleagues
- Senior and communications colleagues at Guy's and St Thomas' Charity brands

#### External

- Local and national media
- Designers, printers, photographers and other suppliers
- Specialist media, including medical, nursing, scientific and management publications
- NHS England (national and London)
- Department of Health and Social Care
- Local Integrated Care Boards
- MPs, local authorities and the GLA

### **4. Duties and responsibilities**

#### **Professional**

Be a principal point of contact for the media and manage a wide range of media enquiries, liaise with colleagues to produce media statements in response to specific issues, set up interviews with and brief appropriate Trust staff and oversee filming on site.

Establish good working relations with journalists to enhance the Trust's reputation, ensuring media enquiries are managed promptly and professionally, developing stories and promoting case studies to support this.

Contribute news items to corporate publications and multi media channels working closely with colleagues in the department ensuring they are briefed as necessary on media activities and initiatives.

Maintain and enhance detailed personal knowledge and understanding of current healthcare sector priorities and politics and use this to inform media handling approaches and advice to senior colleagues.

Produce press releases and promote new developments to relevant media.

Support events and VIP and ministerial visits, often at short notice, liaising with staff and managing any media on site.

Participate in the out-of-hours on-call rota for media calls outside normal working hours, briefing colleagues as appropriate. This may involve attending one of our hospital sites at short notice to co-ordinate media work relating to a major incident or any other incidents that require handling on site. Also providing support and advice to less experienced staff on the rota.

Support the communications department Major Incident Plan and crisis media response, including internal incidents and other sensitive issues.

Oversee the development and delivery of the media team's strategy to support the Trust's fundraising priorities, supporting the senior media officer and working closely with the senior teams and communications colleagues in the fundraising team and Guy's and St Thomas' Charity brands.

Plan and implement communications strategies to support a wide range of internal and external projects and campaigns aimed at staff, patients and the public, our membership and other audiences.

Work with clinical and non-clinical directorates, such as capital projects and estates, human resources, training and development and nursing and infection control to support their communications requirements.

Write and produce content for leaflets, posters and other materials. Also write web content and use digital and social media channels where appropriate in accordance with Trust guidelines.

Coordinate the editorial process, content management and production of The GiST - the Trust's flagship quarterly publication for staff, members of the public and other stakeholders.

Coordinate the editorial process, content management and production of the e-Gist, the Trust's monthly e-newsletter for staff, members of the public and other stakeholders.

Ensure a wealth of content that reflects the diversity of our services and audience, oversee the proposed readers panel and respond to content suggestions, as well as be a member of the Trust's editorial board.

Research and write content and plan and oversee photography for The GiST, e-Gist and other corporate publications.

Establish effective networks internally and externally to maximise knowledge and understanding of the Trust's work and new developments.

Contribute ideas and suggestions to a forward planner of content, including for The GiST and the e-Gist, proactive media stories, campaigns and events. Also develop and promote case studies of individual achievement for use in campaigns and other communications.

Develop and deliver regular readership surveys for both the GiST and e-Gist and make improvements based on the feedback and evidence received.

## **Other**

Provide support to the wider team covering a range of ad hoc activities such as event management, including open days and politician/VIP visits; supervising filming access; lectures and seminars etc.

All team members will work with colleagues to ensure that office systems are effective and run smoothly and that the department deploys its resources efficiently.

## **Management and leadership**

Line manage the Senior Media Officer, providing professional support and development, including annual appraisals and objective setting, performance management and identifying training requirements.

Manage relationships with colleagues at Guy's and St Thomas' Charity brands and the fundraising teams including issues management and coordinating regular performance reviews against shared objectives.

Manage a busy workload and ensure appropriate prioritisation of projects and activities to meet a range of deadlines, for both The GiST and work on behalf of the communications team and other departments.

Represent the department at internal and external meetings and events as required and directed by senior colleagues.

Direct and advise Trust staff through any media contacts and enquiries.

## **Financial responsibilities**

Have responsibility for deploying budgets for projects and The GiST publication. Ensure resources are deployed efficiently, in accordance with Trust Standing Financial Instructions and other relevant policies.

Ensure at all times that use of resources represent value for money and are properly accounted for.

Oversee day to day management of contracts with key suppliers, including the design and print companies for The GiST.

## **Education and professional development.**

Maintain and enhance own personal and professional skills and competencies and with the Senior Media Manager contribute to own performance appraisals and personal development plan.

Keep abreast of professional, technological and digital best practice, methods and services that could enhance the role or team.

The post holder is required to follow Trust policies and procedures which are regularly updated including:

### **Confidentiality / Data Protection / Freedom of Information**

Post holders must maintain the confidentiality of information about patients, staff and other health service business in accordance with the Data Protection Act of 1998. Post holders must not, without prior permission, disclose any information regarding patients or staff. If any member of staff has communicated any such information to an unauthorised person those staff will be liable to dismissal. Moreover, the Data Protection Act 1998 also renders an individual liable for prosecution in the event of unauthorised disclosure of information.

Following the Freedom of Information Act (FOI) 2005, post holders must apply the Trust's FOI procedure if they receive a written request for information.

### **Information Governance**

All staff must comply with information governance requirements. These includes statutory responsibilities (such as compliance with the Data Protection Act), following national guidance (such as the NHS Confidentiality Code of Practice) and compliance with local policies and procedures (such as the Trust's Confidentiality policy). Staff are responsible for any personal information (belonging to staff or patients) that they access and must ensure it is stored, processed and forwarded in a secure and appropriate manner.

## **Equal Opportunities**

Post holders must at all times fulfil their responsibilities with regard to the Trust's Equal Opportunities Policy and equality laws.

### **Health and Safety**

All post holders have a responsibility, under the Health and Safety at Work Act (1974) and subsequently published regulations, to ensure that the Trust's health and safety policies and procedures are complied with to maintain a safe working environment for patients, visitors and employees.

### **Infection Control**

All post holders have a personal obligation to act to reduce healthcare-associated infections (HCAIs). They must attend mandatory training in Infection Control and be compliant with all measures required by the Trust to reduce HCAIs. **All post holders must comply with Trust infection screening and immunisation policies** as well as be familiar with the Trust's Infection Control Policies, including those that apply to their duties, such as Hand Decontamination Policy, Personal Protective Equipment Policy, safe procedures for using aseptic techniques and safe disposal of sharps.

### **Risk Management**

All post holders have a responsibility to report risks such as clinical and non-clinical accidents or incidents promptly. They are expected to be familiar with the Trust's use of risk assessments to predict and control risk, as well as the incident reporting system for learning from mistakes and near misses in order to improve services. Post holders must also attend training identified by their manager, or stated by the Trust to be mandatory.

### **Flexible Working**

As an organisation we are committed to developing our services in ways that best suit the needs of our patients. This means that some staff groups will increasingly be asked to work a more flexible shift pattern so that we can offer services in the evenings or at weekends.

### **Safeguarding children and vulnerable adults**

Post holders have a general responsibility for safeguarding children and vulnerable adults in the course of their daily duties and for ensuring that they are aware of the specific duties relating to their role.

### **Sustainability**

It is the responsibility of all staff to minimise the Trust's environmental impact by recycling wherever possible, switching off lights, computers monitors and equipment when not in use, minimising water usage and reporting faults promptly.

### **Smoking Policy**

It is the Trust's policy to promote health. Smoking, therefore, is actively discouraged. It is illegal within Trust buildings and vehicles.



**Review of this Job Description**

This job description is intended as an outline of the 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.