

Job Details

Job Title:	Senior Communications Officer
Hours of Work:	37.5
Band or Grade:	6
Department:	Communications Department
Division:	Corporate
Base:	Royal Albert Edward Infirmary

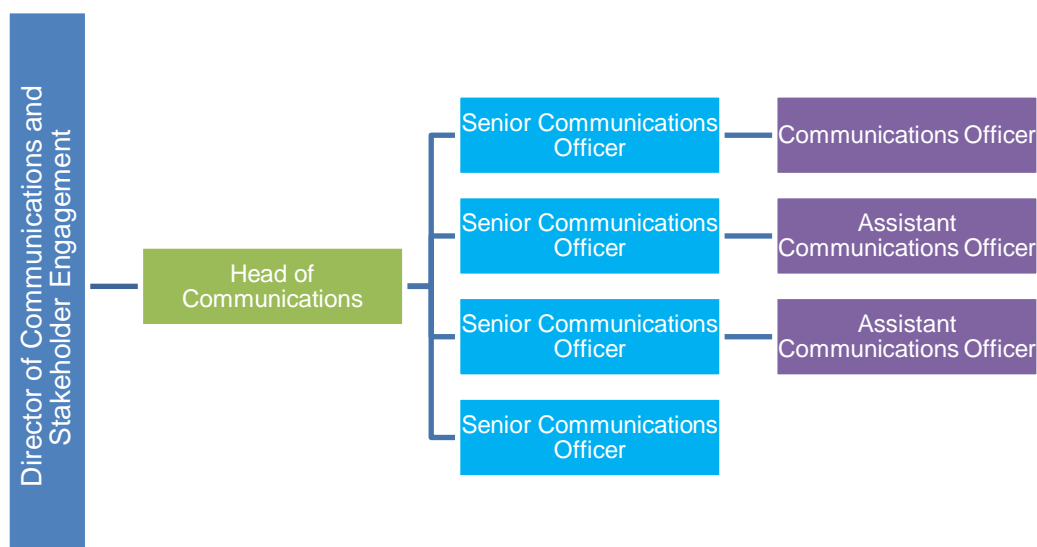
Reporting Arrangements

Managerially Accountable to:	Head of Communications
Professionally Accountable to:	Director of Communications and Stakeholder Engagement
Responsible for:	Communications Officer / Assistant Communications Officer

Job Purpose

- Support and assist the Head of Communications and Director of Communications and Stakeholder Engagement in the development, implementation and evaluation of communications strategies, projects and campaigns.
- Commission, write and edit, proofread, co-ordinate complex publications, write press releases, articles, oversee print and distributions.
- Respond to media enquiries, brief journalists, manage events, press conferences, photo calls and visits.
- Deputise for the Head of Communications as directed, line manage and supervise other team members as required.

Organisation Chart



Duties and Responsibilities

Internal and External Communications

- To act as first port of call for enquiries to the Trust from the media on a wide range of issues relating to the Trust.
- Deputise for the Head of Communications as directed.
- Work with the Head of Communications and the team to manage the Trust's media relations service, responding in a timely and accurate manner to journalist, briefing journalists on sensitive and contentious issues and providing support to the Head of Communications and assistance to other staff in responding to media requests.
- Make daily decisions under pressure on media handling.
- To maintain the public confidence of stakeholders, by responding in a timely, accurate and effective manner to negative news or events.
- Advise senior managers and directors on the course of action to take with the media and how to approach media interviews.
- Maintain the good reputation of the organisation by identifying, researching, and writing regular good news stories for the local, regional, 'trade/professional' and national media.
- Provide accurate monthly media monitoring and reporting, and daily communications log.
- Enhance the profile of Wrightington, Wigan and Leigh Teaching Hospitals NHS Foundation Trust for staff, patients, and the public through clear and measurable communications strategies and campaigns.
- Commission, write, edit, proof-read, co-ordinate and manage complex publications and channels including press releases and statements, e-communications, external and internal newsletters, stakeholder updates and other corporate materials.
- To oversee all internal communication channels including but not limited to WWL News, Leaders' Forum, Townhall Event (all staff), Chief Executive updates and global emails ensuring consistency of message and quality of communication.
- To assist the Head of Communications or act as lead on corporate events such as official openings, stakeholder and promotional events including VIP visits.
- Measure, review and advise on existing internal and external communications channels and processes and develop recommendations for improvements.
- Support award submissions by the Trust, individual staff members and teams.
- Maintain and update the Trust's social media platforms.
- Work closely with the Patient Engagement team and Staff Engagement team to ensure effective management and synchronisation of the internal and external message.
- Maintain good stakeholder relationships and engagement using a variety of communications methods across the sectors locally, regionally, and nationally.
- Be responsible for leading on internal and external communications campaigns.

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- Undertake other duties, which are consistent with the post, as directed by the Head of Communications.

Intranet, Internet and multi-media

- Responsible for writing content for web pages as required.
- To manage the operational delivery of the trust intranet and internet, responsible for ensuring that information is relevant, easy to access and up to date.
- To ensure that all staff can access the Intranet both in work and from their mobile device via the APP.
- Facilitate other departments to manage their intranet and internet content whilst ensuring consistent messaging, quality control and continued interest.
- Provides basic support to other team members with regard to photography, graphics and multimedia.

Planning and Organisational Duties

- Support the Head of Communications to develop long term communication strategies to support organisational change and reputation management.
- Manage scheduled external and social media campaigns, ensuring effective and timely communication.
- To work independently with work managed rather than supervised.
- To deputise for or attend meetings on behalf of the Head of Communications directed.
- Supervise members of the Communications team.
- To provide cover in the absence of other members of the Communications team.

Communications and Key Working Relationships

- Key point of contact for media enquiries and press statements.
- Communicates verbally and in writing with the media and other stakeholders.
- Requirement to communicate sensitively, accurately and firmly when dealing with the media, often where there may be barriers to understanding and patient confidentiality issues to be considered.

Analysis and Judgement

- Use knowledge to interpret press enquiries and to respond appropriately.
- Provide advice, to senior managers when dealing with the media to ensure the protection of the WWL brand, when there may not be precedent or policy to follow.

Policy and Service

- Follows communications department's procedures and protocols.
- Supports the Head of Communications in producing communications department policies and procedures.

Information Resources

- Maintain the Information Systems and departmental databases used to manage media activity.
- Development of reports and press statements / releases.

Research and Development

- Undertakes audits and survey as necessary for own work.

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- Provide advice, to senior managers when dealing with the media to ensure the protection of the WWL brand, when there may not be precedent or policy to follow.

Responsibility for Finance

- Maintain stock control and order communications departments materials.

Responsibility for Human Resources

- Line management responsibility for Communications Officer/ Assistant Communications Officer, conducting regular reviews, 1-1's and PDR.

Responsibility for Health & Safety

Compliance with the Health & Safety at Work Act 1974 – the post holder is required to fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards, and a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions.

Work Circumstances and On-call

- The role will require performing duties on both Trust and non-Trust sites and will require travel between locations.
- The role will require commitment to work flexibly and out of core office hours as activity requires.

Freedom to Act

- Works independently.
- Lead specialist for internal and external communication, media management. Stakeholder engagement and campaigns.

Physical Effort

- Primarily office based and home working.

Mental Effort

- Required to concentrate when responding to press enquiries, researching articles and providing professional advice / guidance.
- Work pattern can be unpredictable, requiring immediate reaction to press enquiries.

Emotional Effort

- There is a regular requirement to respond to difficult and high-profile situations.

Working Conditions

- Primarily office based and home working.

Standard Duties and Responsibilities

The Trust operates a No Smoking Policy.

All Wrightington Wigan and Leigh NHS Foundation Trust staff employed within Clinical Environments and have contact with children, vulnerable adults; service users and their

families must familiarise themselves, be aware of their responsibilities and adhere to Local Safeguarding Children's Board, Local Safeguarding Adult Board and WWL Procedures for Safeguarding and Protecting Children which are available on the Trust Policy Library.

In accordance with Part 7 of the Immigration Act 2016, employees who are required to interact regularly with the public, both face to face, and by telephone, are required to be able to speak English to an appropriate standard relevant to their role, i.e. with confidence and accuracy, using correct sentence structures and vocabulary, and without hesitation.

Compliance with the General Data Protection Regulations 2016, Data Protection Act 2018 and Information Governance Principles – the postholder is not entitled to use for their own benefit or gain, or to divulge to any persons, firm or other organisation whatsoever, any confidential information belonging to the Trust or relating to the Trust's affairs or dealings which may come to their knowledge during employment.

Compliance with the Health & Social Care Act 2008 – Code of Practice on the Prevention and Control of Infections and related guidance – the post holder is required to fulfil a proactive role towards the reduction and management of healthcare related infection in all of their actions. This entails compliance with Trust Infection Prevention and Control policy and related Standard Operating Procedure (SOP's); along with risk assessment of all situations; as staff have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Staff must be fully compliant with Trust Infection prevention and Control eLearning policy.

All applicants to any post within the Trust are required to declare any involvement either directly or indirectly with any firm, company, relevant person or organisation which has any interest with the Trust, the services provided by the Trust or any element of patient care. Failure to do so may result in an employment application being rejected, or if it is discovered after appointment the omission of such information could lead to dismissal. This includes any form of private practice relating to medical care.

Compliance with Trust Policies and Procedures including the Code of Conduct.

Compliance with Standing Financial Instructions (SFIs) – The SFI's identify the financial responsibilities which apply to everyone working for the Foundation Trust and its constituent organisations including trading units. Failure to comply with Standing Financial Instructions can in certain circumstances be regarded as a disciplinary matter that could result in dismissal. Compliance with the SFIs is monitored by the Finance Department and post holders are therefore required to understand their responsibilities outlined within this document and ensure compliance with its instructions.

Responsibility for all records (including patient health, financial, personal and administrative) that they gather or use as part of their work within the trust. The records may be paper, electronic, microfiche, audio or videotapes, x-ray images.

Any other duties appropriate to the grade. The range of duties and responsibilities outlined above are indicative only and are intended to give a broad flavour of the range and type of duties that will be allocated. They are subject to modification in the light of changing service demands and the development requirements of the postholder.

This document is also available in audio, large print, Braille and other languages upon request. For more information call 01942 773106.

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