

## **Job Description and Person Specification**

**Job Title: Communications and engagement officer**



*respect ♦ open ♦ accountable ♦ working together ♦ innovative ♦ excellence*

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## Job Description

**JOB TITLE:** Communications and engagement officer

**BAND:** 5

**CARE GROUP:** Support services

**DEPARTMENT:** Communications and engagement team

**HOURS OF WORK:** 37.5

**RESPONSIBLE TO:** Internal communications and engagement manager

**ACCOUNTABLE TO:** Deputy director of communications and engagement

**BASE:** KMPT offers a hybrid working model. Support services colleagues are expected to work a minimum of 20% of their time on a KMPT site and the remaining from home. We anticipate coming together about once a week on a Kent and Medway site as part of this.

### **JOB PURPOSE:**

1 in 4 of us living in the UK will experience mental ill health each year. And when that happens in Kent and Medway, KMPT is there to offer specialist support to the most seriously unwell.

Each year we look after over 2,000 people in our hospitals and 54,000 people in the community. And we are able to do that because of our 3,700+ staff, who are dedicated to providing the best possible care at what can be one of the most difficult points of a person's, and their loved ones', lives.

If you're a talented communications professional with a passion for making a difference - someone who thrives in a busy and fast paced environment – now is your chance to join our high-performing, friendly team, and play a key role in helping us make every day a better day for our patients. Internally this means focusing on improving staff engagement, culture and enabling change. Externally this means focusing on improving the Trust's reputation with its patients, partners and communities.

You would be joining at a pivotal time as we take forward ambitious plans to improve how we care for our patients, support and empower our staff and work with our partners. From radically transforming how mental health care is offered to people in the community, to reshaping KMPT's identity and culture, and working better with partners to address health inequalities - it's a really exciting time to be part of the team.

### **KEY RESULT AREAS:**

We're looking for someone to produce high quality and engaging communications to support both internal and external activity for the people we care for, the people who work for us and our partners. As part of this you would be:

- Planning and delivering effective, audience-focused campaigns and events;

- Producing accessible, compelling content, in collaboration with clinical teams and services, that engages target audiences across our channels (which include social media, video, web, print, email, newsletters, leaflets and marketing materials);
- Managing sensitive issues appropriately and responding to media enquiries effectively, working closely with Trust colleagues where needed; and
- Measuring and evaluating communications activity to extract insight and inform future campaigns or communications projects.

**RESPONSIBILITIES:**

- To help produce and implement effective and creative communication campaigns and activity, that engages target audiences internally and externally, in support of KMPT's strategic objectives;
- To oversee and produce a rolling drumbeat of activity, using relevant milestones and KMPT achievements, to help dispel outdated stigmas surrounding mental health and mental health services, raise the Trust's profile and showcase the positive impact our work has on people's lives e.g. Mental Health Awareness Week;
- To proactively build relationships across the Trust and find stories and case studies to support internal and external content;
- To produce engaging content for internal and external audiences that is suitable for use across the full range of our channels – this will include written work, creating and editing short-form (social media style) videos, social media content, and supporting colleagues to create print and digital collateral;
- To write content for and regularly update the Trust's website, staff-app intranet pages, and regular internal and external newsletters;
- To be involved in media relations activities, such as writing and issuing quotes, statements and news releases and liaising with journalists as needed;
- To help organize and publicise events as appropriate, for example staff engagement and listening events, the annual general meeting (AGM) marketplace, and NHS Long Service Awards;
- To evaluate the impact of communications work to report on its effectiveness to key stakeholders and identify insight and learnings for future work.

**PERSON SPECIFICATION**

Factor	Description	Essential	Desirable
<b>Experience</b>	Experience creating and delivering effective, audience-focused communications plans and campaigns.	X	
	Experience using a broad range of communications channels and creating engaging content that resonates with target audiences	X	
	Experience monitoring communications activity and evaluating its effectiveness.	X	
	Experience managing media requests, interviews and engagement efforts.	X	
	Experience helping to support the delivery of internal and external events.		X
<b>Skills</b>	Ability to process complex information and translate it into plainly expressed messages & engaging content that resonates with different audiences	X	
	Ability to create and effectively edit short-form video, create suitable content for social media channels and update digital content management systems.	X	
	Ability to work on multiple projects, effectively, identify organisational priorities	X	

	and manage your own time.		
<b>Knowledge</b>	Understanding of different audiences and knowledge of how best to use tone, language and formats to reach them.	X	
	Understanding of how to influence and authoritatively advise key stakeholders	X	X
	Understanding of the NHS and the healthcare sector		



<b>Qualifications</b>	Degree, or other equivalent qualification (for example in PR or journalism) or equivalent in experience (which can be demonstrated as relevant and requiring similar competencies)  Continuous professional development and learning in the communications sector	X	X
<b>Other</b>	Upholds and models KMPT's values	X	

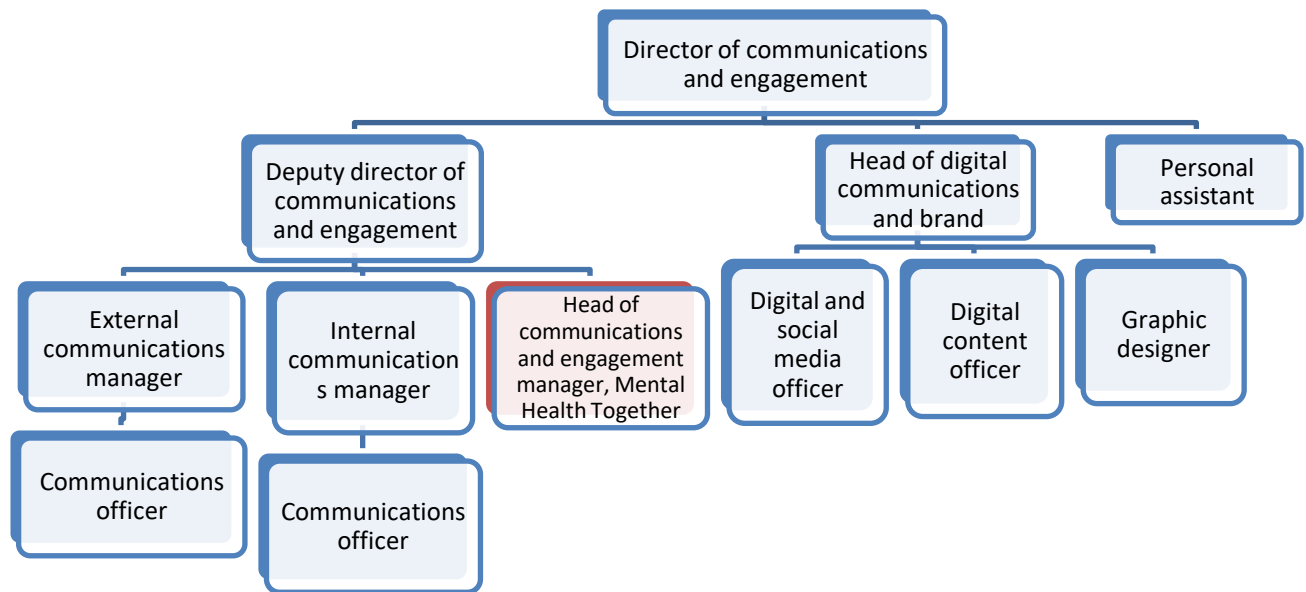
**ENVIRONMENT:**

- Desk based role, sitting in a seated position
- Occasional exposure to emotional subjects
- Based 20% in the office / 80% from home
- Sustained periods of computer work
- May be required to travel to meetings, services and corporate events across Kent and Medway
- Work at a fast-pace and be able to concentrate, lead and respond proactively to sometimes unpredictable requests

**JOB SUMMARY:**

The communications team is a fast- paced corporate services function responsible for communicating and engaging with the Trust's 3,700 +employees, and external stakeholders including the media, other NHS bodies and local partners in the public and third sector. This is a newly created role which will support the communications team to improve employee engagement in support of the Trust's priorities.

## Team structure

**COMMUNICATIONS AND WORKING RELATIONSHIPS:**

<b>Internal</b>	Communications and Engagement Team, Trust Executive Directors, managers and staff, volunteers
<b>Other NHS</b>	Communications teams in the Kent ICS and wider NHS
<b>External to NHS</b>	Service users and their carers

**STANDARDS OF BUSINESS CONDUCT:**

The post holder 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 dealings with the Trust including patients, relatives and suppliers.

**HEALTH AND SAFETY:**

The post holder will be required to observe local Health and Safety arrangements and take reasonable care of him/herself and persons that may be affected by his/her work.

**SAFEGUARDING:**

All staff have a duty to identify, report and record incidents of potential or actual abuse. This statement applies whether the victim is an adult or child. All queries will be addressed by the Trust Safeguarding Team.

**PERFORMANCE REVIEW:**

This job description will be used as a basis for individual performance review between the post holder and the Manager.

The job description covers only the key result areas, and as such does not intend to provide a comprehensive list of objectives. Specific objectives will be reviewed each April, and may develop to meet the changing needs of the service.

The post holder will need to take due account, in the way they achieve the key result areas of Trust policies and procedures.



The Trust aims to maintain the goodwill and confidence of its own staff service and users and the general public. To assist in achieving the objective it is essential that at all times, employees carry out their duties in a courteous and sympathetic manner.

The post holder will carry out their duties in accordance with the Trust Equal Opportunities Policy respecting the differing backgrounds of colleagues and clients.

#### **CONTINUOUS IMPROVEMENT:**

The Kent and Medway NHS and Social Care Partnership 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 patients.

#### **THE TRUST'S MISSION STATEMENT:**

To put patients first by providing community based, high quality and responsive healthcare services, delivered by well trained and supported staff who work with relatives, carers and other agencies in the best interests of patients.

#### **STATEMENT OF THE TRUST'S AIMS AND VALUES:**

- To remain patient focused at all times by providing high quality and responsive healthcare services in hospitals and the community.
- To work closely with patients, their families, carer groups, local communities and other organisations ensuring care is co-ordinated.
- To respect and develop every member of staff by encouraging and supporting them in their personal and professional development and by valuing their input through recognition and individual reviews.
- To be innovative and proactive by encouraging staff to initiate new ideas in working practices and ensuring a process and continuous improvement in the way services are provided.
- To provide best practice and value-for-money by reviewing and evaluating services and sharing information internally and externally.

#### **CONFIDENTIALITY:**

The Kent and Medway NHS and Social Care Partnership Trust employees are required to ensure that information about patients is safeguarded to maintain confidentiality and is kept securely in accordance with NHS requirements of 1999. (The Caldicott Committee's Report on the review of patient-identifiable information 1997, & HSC/1999/012). This means that patient information can only be passed to someone else if it contributes to the provision of care or the effective management of health care services within the Trust.

#### **JOB DESCRIPTION AGREEMENT:**

Job Evaluation Ref: XXXX

**Job Holder's Signature:**

**Date:**

**Manager's Signature:**

**Date:**