



The Tavistock and Portman

NHS Foundation Trust

Department of Education and Training

120 Belsize Lane, London NW3 5BA

Communications and Engagement Officer: job description and person specification

Job description

Post:	Communications Officer
Grade:	Band 5
Hours:	Full time
Duration:	Permanent
Location:	Tavistock Centre, North Central London
Reporting to:	Head of Communications and Engagement
Accountable to:	Director of Communications and Marketing

Our commitment to equality, diversity and inclusion

The Tavistock and Portman NHS Foundation Trust is committed to equality, diversity and inclusion. We are particularly keen to attract candidates from underrepresented backgrounds to better meet the needs of the service users and students that we serve.

The Trust

The Tavistock and Portman NHS Foundation Trust is a specialist mental health and wellbeing organisation. Alongside a full range of child and adolescent mental health services and psychological therapies, we have a focus on training and education. We are committed to improving mental health and emotional wellbeing, believing that high quality mental health services should be available for all who need them. Our contribution is distinctive in the importance we attach to social experience at all stages of people's lives. We focus on psychological and developmental approaches to the promotion of mental wellbeing and the prevention and treatment of mental ill-health.

We make our contribution through:

- providing relevant and effective clinical services for children and families, young people and adults, ensuring that those who need our services can access them easily

- providing training and education aimed at building an effective and sustainable NHS and social care workforce and at improving public understanding of mental health
- undertaking research and consultancy aimed at improving knowledge and practice and supporting innovation
- working actively with stakeholders to advance the quality of mental health care, and to advance awareness of the personal, social and economic benefits associated with psychological therapies

The communications team

We are a small, experienced and dynamic team working to destigmatise mental health and make the case for the value of relational and talking therapies. We are responsible for managing all aspects of the communications for the organisation, internal and external, across all channels. We work closely together on a portfolio basis, sharing our skills and expertise to teach and learn from one another. In this way we strive to be resilient and to allow every team member to grow in their role as they work to protect and enhance the reputation of the Trust.

Overview and main duties of the post

As the Communications and Engagement Officer, you will provide comprehensive professional communications and engagement support to the Communications Team. This will include undertaking engagement projects with internal and external stakeholder groups to gather feedback about Trust activities.

You will produce engaging and high-quality communications content to support internal and external promotions and campaigns across all of our workstreams. This content includes text, graphics and other rich media that will be used across all our channels: staff intranet, newsletters, social media posts, posters, leaflets, corporate publications, patient and student information, corporate marketing collateral, email marketing campaigns and conference displays. As part of this you will obtain quotes and coordinate print and design work, and use a variety of tools including Microsoft Word and the Adobe Creative Suite (including InDesign and Photoshop).

You will build relationships at all levels across the Trust to support our internal and external communications work.

Communications

You will be creative, resilient and team-oriented, with a passion for delivering outstanding integrated campaigns, while working collaboratively within brand guidelines. You will have a strong interest in engagement and two-way communications techniques, internal communications, digital communications, and crafting copy and visuals that create interest, desire and action.

Common tasks

- Develop and deliver content (digital and print) supporting internal and external Trust engagement campaigns
- Work closely with internal stakeholders to generate material for our internal and social media channels to promote the work of the Trust and its staff and ensure that content is creative, relevant and kept up-to-date
- Examine the effectiveness of comms and engagement activity and work with colleagues to develop and maintain efficient policies around activity – for example scheduling, content, platforms etc

- Undertake stakeholder research. Investigate and analyse data to inform decisions, establishing basic trends and patterns in data and creating recommendation reports as appropriate
- Use the insight gained from these analyses, to modify and tailor outputs for external and internal audiences and stakeholder groups
- Prep, run and record engagement sessions with a range of stakeholders

Designing and developing communications materials

- Produce high quality communications content using Adobe InDesign, Premiere and Photoshop, including: videos and podcasts, social media content, posters, leaflets, corporate publications, staff briefing materials, patient and student information, corporate marketing collateral and conference displays
- Develop collateral, including photography and graphics to support campaigns or other communications projects

Working with key stakeholders

- Provide sensitive and nuanced handling for potentially contentious issues, including briefing and supporting spokespeople, developing reactive lines and supervising interviews
- Draft news stories and press releases for approval by the Communications Manager or Director

Monitoring and updating our internal channels

- Write news stories for our internal channels, including the Chief Executive's weekly update and the Trustwide weekly Digest
- Update our intranet and public websites, using a variety of content management systems including Wordpress, Wagtail and micorsoft ASP.NET-based intranets
- Use massmailer technology such as Pure360 by Spotler
Looking at metrics from these channels to continuously improve the channels

Administration

- Attend meetings and events to represent the communications and engagement team
- Manage and keep all logging systems up to date – including internal support enquiries, and the publications log and archive
- Support the team by administrating meetings – including booking rooms, taking minutes and circulating papers.
- Actively monitor and keep the communications inbox up to date.
- Oversee and carry out mail shots, as required.
- Maintain stock control; safe use of expensive equipment/ purchase of some assets, supplies (eg photography and filming accessories, branded collateral)
- Work flexibly, sometimes working outside normal working hours during campaigns and events or at particularly busy times.
- Contribute to the smooth running of the department.
- Perform any other duties commensurate with the grade of the post, as directed by the Head of Communications and Engagement.

This job description is an indication of the type and range of tasks that are expected of the post holder. It can be reviewed and amended in consultation with the post holder to take account of changing organisational need.

Mandatory training

The post-holder will be required to attend mandatory training events as set out in the Trust's Staff Training Policy, which includes attendance at induction and ongoing training in fire safety, health and safety, infection control, risk management, safeguarding children and participation in appraisal.

General

The post-holder will be required adhere to all Trust-wide policies and procedures, including: Equal Opportunities, Risk Management, Health and Safety, Safeguarding Children, Confidentiality and compliance with the Data Protection Act. The Trust is committed to promoting Equality and Diversity in employment and in the services it provides.

This job description is subject to annual review in consultation with the post-holder.

General information

Hours of duty:	37.5 hours per week
Annual leave:	27 days per year pro rata – minimum (this increases depending on length of NHS service)
Terms and conditions:	In accordance with the Terms and Conditions of the Tavistock and Portman NHS Foundation Trust

We are an Equal Opportunities employer.

Person specification –Communications Officer

Team: Communications

Grade: Band 5

Qualification/Training/Education	Essential / Desirable
Education to degree level or evidence of equivalent experience (to include some professional marketing, communications and knowledge of design techniques)	Essential
Previous experience	
Experience of working in an NHS or Higher Education setting	Desirable
Experience of taking a proactive role in managing day to day administration of an office and acting on own initiative	Essential
Experience of managing spreadsheets and databases and keeping logging systems up to date	Essential
Skills and knowledge	
Experience of working within communications	Essential
Evidence of securing positive responses to communications campaigns/initiatives	Essential
Excellent verbal and written communications skills, including ability to assimilate information and draft copy for a variety of platforms to engage a range of audiences	Essential
Knowledge and skills in market research and use of data / web analysis tools for example Google Analytics	Essential
An interest in the mental health of children and families	Desirable

Attention to detail and ability to proofread	Essential
Ability to write and present correspondence to professional standard	Essential
Experience with Adobe InDesign and Photoshop	Desirable
Excellent IT skills including the use of Microsoft Office, and web content management skills	Essential
Can demonstrate an understanding of internal and external communications, including how the media operate	Essential
Proven ability to develop networks, create connections, support colleagues and engage stakeholders in order to contribute to long term developments	Essential
Other requirements	
Able to prioritise, work independently and on own initiative	Essential
Able to multitask and set goals for completion	Essential
Ability to work well under pressure and or in times of crisis	Essential
Excellent planning and organisation skills	Essential
Ability to demonstrate commitment to own personal development	Essential
Willing to work outside of hours, occasionally	Essential

Author: Mike Smith, Head of Communications and Engagement

Date reviewed by Job Evaluation: 11 October 2023