

**Job Description**

| <b>Job Details</b>   |  |
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| Job Title:   | Marketing & Communications Officer (Public Health) |
| Business Unit:   | Trust Management                                   |
| Department/Ward:   | Communications                                     |
| Location:  | Cobalt Business Park                               |
| Pay Band:  | Band 6   |
| CAJE No:   | ADM7689  |
| <b>Main Purpose of the Job</b>   |  |
| <ul style="list-style-type: none"> <li>Marketing and communicating with a wide range of stakeholders, to promote the public health and related services provided by the trust and build on the reputation of the organisation to staff, local, regional and specialist media, the general public, patients and internal and external stakeholders using a wide range of public relations, communications and marketing techniques. This will include marketing campaigns to target behaviour change, using insight to develop appropriate strategies.</li> <li>To support the trust to reduce health inequalities and improve health and wellbeing of the communities it serves.</li> <li>To collaborate with other relevant organisations as appropriate to strengthen communications relating to public health.</li> <li>To role model compassionate and inclusive leadership in order to shape the creation of a collective leadership culture within the trust. This means demonstrating a consistent leadership style which (a) engages, enables and empowers others (b) uses coaching to promote ownership of learning and quality improvement and (c) facilitates team working and collaboration within teams / departments and across organisational boundaries.</li> </ul>  |  |
| <b>Dimensions</b>  |  |
| <ul style="list-style-type: none"> <li>Develops, implements and evaluates communications and marketing projects.</li> <li>Commissions, writes, edits, proof reads and co-ordinates complex internal, and where necessary, external publications, patient leaflets and advice documents; press releases, articles, briefings and websites, organises print and distribution, ensuring everything is of the highest standard.</li> <li>Responds to media enquiries, briefs journalists, organises and manages events e.g. hospital openings; photo calls; press conferences; VIP visits and supervises media interviews, filming and press photographers on trust premises.</li> <li>Provides communications, media and marketing advice to managers, staff and committees, and acts as communications specialist to advise and influence committees in a particular area of the organization at times of change when good communication is crucial.</li> <li>Develops, implements and evaluates new internal communications and engagement campaigns.</li> <li>Develops and implement programme of research and insight development to support communications activity.</li> <li>Develops a wide range of mechanisms to communicate with stakeholders Develops a range of digital and social media content to communicate with relevant audiences.</li> </ul> |  |

| Organisational Chart   |
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| <p style="text-align: center;">Head of PR<br/> <br/>External Communications &amp; Marketing Manager<br/> <br/><b>Marketing and Communications Officer (Public Health) – this post</b></p>  |
| 1. Communications and Relationships  |
| <ul style="list-style-type: none"> <li>• Communicate highly complex, sensitive or contentious information ensuring audiences understand the implications of this information and the effect it could have on the reputation of the organisation.</li> <li>• Engage with services users and other groups to help inform communications and marketing activity.</li> <li>• Build relationships with key external stakeholders and partners.</li> <li>• Liaise with directors, general managers, operational service managers, clinicians' etc. providing advice and guidance on the best approach to support their objectives.</li> <li>• Provide professional guidance and advice to various committees and groups on the most appropriate action to take.</li> <li>• Acts as a business partner for the public health team, liaising with them, advising and responding to their requests as appropriate.</li> <li>• Must be able to demonstrate the English language proficiency level required for this post.</li> </ul> |

## 2. Knowledge, Skills, Training and Experience

### Essential

- Educated with relevant degree, postgraduate qualification, or substantial relevant experience at a senior level.
- Lead communications and marketing specialist for the trust's public health and related services. Handles all aspects of communications and marketing of these services, ensuring writing and delivery of communications and marketing strategy with campaigns, internal communications and dealing with media enquiries.
- Highly specialised knowledge underpinned by theory or in-depth experience of a broad range of communications and marketing techniques, approaches and procedures gained through practical experience working in a marketing, communications environment for a significant period of time.
- Excellent written and verbal communication skills for internal and external briefings, marketing material, newsletters and magazines to communicate complex, sensitive or contentious information that requires analysis or interpretation to internal and external stakeholders.
- Ability to develop, manage and maintain websites.
- An understanding of public consultations and the ability to effectively implement these.
- Take an editorial role in producing communications and marketing material, generating creative ideas for content, briefing design agencies and printers.
- Ability to meet tight deadlines that may be conflicting or unexpected, prioritising workload to meet deadlines as appropriate.
- Awareness of the current political climate, NHS national and local strategies and policies.
- Experienced at dealing with journalists and responding to their enquiries, often on complex or sensitive issues, within their given deadlines. Ability to anticipate how journalists will handle a story and have all the facts to hand to influence the outcome.
- Able to investigate and interpret highly complex facts or situations. Regularly required when handling complex enquiries, determining and implementing the most effective communications approach, and securing the co-operation and agreement of colleagues.
- Influential within the organisation in matters relating to all marketing and communication issues and able to provide detailed advice to others both within the communications team and outwith.
- Experienced at instructing external consultancies and agencies including photographers, designers and printers.
- Experienced at project managing complex events such as photo calls, official openings, VIP visits and staff roadshows that involve a number of elements (for example, organising invitations, catering, plaque, celebrity guest, press releases, photo calls, internal photography, sound arrangements, briefing senior staff including executives on arrangements on the day and handling media both in advance and on the day.
- Knowledge of local, regional and specialist media.
- Excellent news sense, ability to spot stories that will promote the trust and its public health work.
- To lead, inspire and motivate others to high performance by agreeing clear goals and objectives, providing support and guidance and creating opportunities for development.
- To contribute to the development of a culture of high engagement, where staff are empowered and entrusted to provide the best services and care for patients.
- To promote and facilitate innovation and continuous improvement to deliver better services for service users and patients.

- Experience of planning and implementing organisational policies and strategies and providing reports on their progress.
- Experience of communicating with 'hard to reach communities'.
- Experience of producing written information for internal and external audiences.
- Excellent IT skills in Microsoft Office packages including Word, Excel, Outlook and Powerpoint to create reports, press releases, publications and briefings etc.
- Able to use internet software to create, update and maintain websites and intranet sites.
- Good team player, able to work effectively under pressure.
- Knowledge of accessibility requirements for printed and electronic material.
- Ability to network effectively and achieve credibility for the communications function across the trust.
- It is an essential requirement of the role that the post holder has a valid driving licence and is either a car owner and able to use the car for work purposes, or has a Trust personal lease vehicle which may be used for the role. However, the Trust would consider making reasonable adjustments to the role, if necessary, to enable a disabled person to undertake the role

**Desirable**

- Professional qualification in communications and marketing
- Knowledge of local, regional and specialist media.
- Experience of working in a similar role in a complex NHS organization or in the public sector.
- Awareness of key issues affecting the NHS.
- Knowledge of or experience in coaching and mentoring practices and tools.
- Knowledge of or experience in Quality improvement tools, techniques and methods.

**3. Analytical Skills**

- Required to interpret highly complex statistics and generate communications and marketing plans from these statistics.
- Able to explain complex medical issues in simple language.
- Able to make a judgement to decide how to run complicated marketing and communications campaigns where there is a range of options and which may contain conflicting information.
- Work with / influence staff and stakeholders to obtain the best possible outcome in sensitive situations where there may be conflicting views and a range of options, e.g. the closure of a service.
- Able to identify opportunities to promote the work of the trust, its staff and services.
- Able to use own judgement in complex situations to assess and analyse the facts and compare a range of options that require interpretation and make decisions as to the most appropriate course of action.
- Able to change approach depending on what analysis/evaluation tells us to ensure campaigns/communications are impactful.

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| <p><b>4. Planning &amp; Organisational Skills</b></p> <ul style="list-style-type: none"> <li>• Able to plan, organise and project manage complex communications campaigns that may be ongoing over a number of months, and may be made up of several components which may be conflicting.</li> <li>• Experienced at organising and project managing complex events that involve allocating tasks to staff and other professionals and agencies such as: hospital openings; official VIP visits; requests from the media for interviews; press conferences and photo calls; and staff roadshows that involve a number of elements (for example invitations, catering, plaque, celebrity guest, press releases, photo calls, internal photography, sound arrangements etc).</li> <li>• Able to re-evaluate the project and make changes where necessary to meet the needs of the organisation.</li> <li>• Experience of planning and implementing organisational policies and strategies and providing reports on their progress.</li> </ul> |
| <p><b>5. Physical Skills</b></p> <ul style="list-style-type: none"> <li>• The post requires advanced keyboard skills for designing publications, presentations, processing documents and maintaining the website and intranet.</li> <li>• There is a frequent requirement for sitting in a restricted position at a computer for the majority of the working period.</li> <li>• The postholder is also required to physically lift, put up and move display boards, boxes of publications etc. for events.</li> <li>• It is an essential requirement of the role that the post holder has a valid driving licence and is either a car owner and able to use the car for work purposes or has a trust personal lease vehicle which may be used for the role. However, the trust would consider making reasonable adjustments to the role, if necessary, to enable a disabled person to undertake the role.</li> </ul>   |
| <p><b>6. Patient/Client care</b></p> <ul style="list-style-type: none"> <li>• Provides general non-clinical advice, guidance or information directly to patients or members of the public.</li> <li>• Provides general non-clinical advice, guidance or information directly to patients and members of the public who have sent in queries using relevant communication channels.</li> <li>• Ensures patients and clients are informed about the organisation's services, hospitals and developments by: <ul style="list-style-type: none"> <li>- Researching, writing and issuing regular press releases to the local, regional and specialist media</li> <li>- Researching, writing, proof reading and coordinating leaflets and publications that may be mail dropped, made available in community venues or placed in publications as paid-for advertisements alongside relevant digital content</li> <li>- Updating websites and social media with relevant and engaging content</li> </ul> </li> </ul>                              |
| <p><b>7. Policy &amp; Service Development</b></p> <ul style="list-style-type: none"> <li>• Required to implement communication department and trust policies and able to propose and implement changes to working practices for own work area.</li> <li>• Advises other staff on communications department policies, procedures and protocols.</li> <li>• Assists in the development of communications department policies and comments on the policies of other committees and departments.</li> </ul>  |

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| <p><b>8. Financial &amp; Physical Resources</b></p> <ul style="list-style-type: none"> <li>Responsible for commissioning services from external agencies as required to support role and managing the delivery of these, for example, print and design services, photography and filming, and other media or advertising suppliers.</li> <li>Responsible for the purchase of printing and design services for publications within departmental budget eg annual report / staff magazine / taking into account the quality, reliability and cost of the supplier.</li> </ul>  |
| <p><b>9. Human Resources</b></p> <ul style="list-style-type: none"> <li>Demonstrate duties, procedures and systems to new starters, work experience and freelance staff, checking work as necessary, e.g. IT systems and databases.</li> <li>Brief, supervise freelance staff, film crews, photographers when on trust premises.</li> </ul>  |
| <p><b>10. Information Resources</b></p> <ul style="list-style-type: none"> <li>Regular use of computer software to create modify and maintain a range of communications and marketing material.</li> <li>Create and maintain and update a range of marketing and communications material.</li> <li>Create monitoring and evaluation reports as required to report the effectiveness of communication projects and campaigns.</li> <li>Creates, updates and maintains website and intranet sites with to ensure up to date information about the organisation is available to members of the public and staff.</li> <li>Develop communications and marketing strategies as required.</li> <li>You will be expected to have basic functional skills, including literacy, mathematics and digital skills. Digitally literacy is the ability to locate, organise, understand, evaluate and analyse information using digital sources. This is in line with 'digital readiness indicator for health and social care', which has been developed in the Building a Digital Ready Workforce Programme (BDRW), between Health Education England (HEE) and NHS Digital, and is part of the Government's Digital Transformation Portfolio (DTP) (2019)</li> </ul> |
| <p><b>11. Research &amp; Development</b></p> <ul style="list-style-type: none"> <li>Undertakes audits or surveys as necessary for own work including evaluating the effectiveness of communications activities.</li> <li>Contributes to the development and planning of customer satisfaction surveys and other surveys to assess public and patient opinion of the organisation and its services and communicates the results to internal and external stakeholders.</li> <li>Research and produce campaigns to promote the services of the Trust's public health function.</li> </ul>  |
| <p><b>12. Freedom to Act</b></p> <ul style="list-style-type: none"> <li>Required to act independently, plan, manage and prioritise own workload and decide how best to achieve expected results.</li> <li>Lead communications specialist for the trust on public health and related projects, including health inequalities and sexual health. Works independently managing multiple projects referring to line manager on sensitive issues.</li> <li>Plans own work, creating strategies and following these through works without supervision, uses own discretion, initiative and makes decisions acts independently and uses initiative to make decisions about the most relevant communications or marketing methods to use.</li> <li>Works within communications department guidelines and trust policies and procedures.</li> </ul>   |

## **Standards**

The statements outlined below are the standards of which all employees of Northumbria Healthcare Trust are expected to comply.

Works to the standards expected in the Northumbria Healthcare NHS Foundation Trust statement of values.

**Risk Management** - to deliver the quality standards and targets outlined in the Trust's Risk Management Strategy and local operational policies

### **Infection Control:**

It is your responsibility to adhere to infection control policies and guidelines in order to promote cleanliness and reduce infections. Hand hygiene must be undertaken correctly to prevent the spread of infection. Personal protective equipment must be used in accordance with Trust policy. You must contribute to the cleanliness of the work environment and keep it "clutter free" and tidy. You must also attend mandatory training and updates to ensure you receive training appropriate to your role

### **Health and Safety:**

Managers have a duty to ensure that safe systems of work are used within their area of responsibility; to investigate accidents and incidents; to arrange for risk assessments to be conducted annually, and to ensure staff attend appropriate health and safety training.

All employees have a duty to take reasonable care for their own health and safety, and that of others who may be affected by their activities; to cooperate with the Trust by complying with all health and safety rules and safe systems of work; and to inform their line manager of any work situation, or practice which may be considered a danger to health and safety.

### **Patient, Carer & Public Involvement:**

Managers have a duty to ensure that the principals of patient, carer and public involvement are adhered to throughout all areas of responsibility in line with Section 242 of the NHS Act 2006 (as amended by the Act 2012) which requires the duty to involve and consult users. A 'user' is defined as someone who is using services, or someone who may use them. In addition, this requires NHS organisations to involve and consult patients and the public in; The planning and provision of services and the development and consideration of proposals for changes in the way services are provided.

This ensure that patients are the focus of everything we do, we share good practice in line with Trust policies and procedures, this includes learning from complaints and concerns.

### **Safeguarding:**

The safeguarding of all those who are vulnerable is an enormous obligation for all of us who work in the NHS and partner agencies.

Safeguarding children and adults at risk of abuse or neglect is complex, frequently under review and we must all take responsibility to ensure that it works effectively.

Safeguarding is everyone's responsibility. It remains the responsibility of every NHS organisation and each individual healthcare professional working in the NHS to ensure that the principles and duties of safeguarding adults and children are holistically, consistently and conscientiously applied with the needs of adults at risk or abuse or neglect at the heart of all that we do.

Partnership working is also key and it is vital that local practitioners continue to develop relations and work closely with colleagues across their local safeguarding system to develop ways of working that are collaborative, encourage constructive challenge and enable learning in a sustainable and joined-up way.

NHS England will continue to seek assurance that the safeguarding arrangements across the health system are effective.

### **Environment and Sustainability:**

The trust aims to be an exemplar organisation that embraces sustainability and meet its corporate responsibility. It is the responsibility of all employees to support the Trusts' vision for sustainable development. To undertake their duties in a way that is not wasteful of environment, financial and social resources throughout their daily activities.

## Appendix 1

**NOTE: This appendix is not intended to form part of the 'official' Job Description, but is intended for Job Evaluation purposes only.**

### Effort and Environment:

#### Physical -

- *The post requires advanced keyboard skills for designing publications; presentations, processing documents and maintaining the website and intranet.*
- *There is frequent requirement for sitting in a restricted position at a computer for the majority of the working day.*
- *The postholder is also required to physically lift, put up and move display boards, boxes of publications etc for events.*
- *Ability to drive to locations across the organisation*

#### Mental -

- *The post requires frequent concentration and occasional requirement for prolonged concentration for researching, writing, editing and proofreading publications, press releases, briefings etc.*
- *The work pattern is unpredictable and planned work is often interrupted by media enquiries and new projects that may come into the office on a daily basis and need to be completed urgently. The postholder is required to change from one activity to another at the request of the Director of Communications, Trust Board, or other manager or committee within the Trust.*
- *Willing to work as part of an out of hours rota.*
- *Willing and able to occasionally attend meetings outside of normal working hours.*

#### Emotional –

- *The postholder may be involved in producing content which covers emotional or distressing experiences of patients or staff.*

#### Working Conditions –

- *The postholder is required to use Visual Display Unit equipment more or less continuously on most days.*

Appendix 2

Grid

|     | DUTIES AND RISK FACTORS OF THE POST   | Yes | No |
|-----|---|-----|----|
| 1.  | Exposure Prone Procedures (EPP's)*  |     | X  |
| 2.  | Manual Handling Operations  |     | X  |
| 3.  | Dust, Dirt, Smells  |     | X  |
| 4.  | Chemicals, Fumes or Gasses (Glutaraldehyde, fixer, anaesthetic gases, reconstitution/handling of cytotoxic drugs) |     | X  |
| 5.  | Patient Contact   |     | X  |
| 6.  | Babies/Children Contact   |     | X  |
| 7.  | Food handling / Preparation   |     | X  |
| 8.  | Driving   | X   |    |
| 9.  | Fork Lift Truck Driving   |     | X  |
| 10. | User of Display Screen Equipment  | X   |    |
| 11. | Noise   |     | X  |
| 12. | Infestation   |     | X  |
| 13. | Blood and Body Fluids/Waste/Samples/Foul Linen  |     | X  |
| 14. | Excessive Cold  |     | X  |
| 15. | Excessive Heat  |     | X  |
| 16. | Inclement weather   |     | X  |
| 17. | Radiation   |     | X  |
| 18. | Laser Use   |     | X  |
| 19. | Heights over 2 metres   |     | X  |
| 20. | Confined Spaces   |     | X  |
| 21. | Vibration i.e. Power Tools  |     | X  |
| 22. | Using machinery with moving/exposed parts   |     | X  |
| 23. | Shift work  |     | X  |
| 24. | Use of latex products   |     | X  |
| 25. | Physical violence / aggression  |     | X  |
| 26. | Employment of young people  |     | X  |
| 27. | Any other hazards please specify  |     | X  |
| 28. | <b>Other</b>  |     |    |

If any hazard is identified above please give details below.

\*Definition of Exposure Prone Procedures (EPP's)

Exposure prone procedures are those where there is a risk that injury to the Health Care Worker may result in the exposure of the patient's open tissues to the blood of the HCW. These procedures include those where the HCW's gloved hands may be in contact with sharp instruments, needle tips and sharp tissue (spicules of bones and teeth) inside a patients open body cavity, wound or confined anatomical space where the hands or fingertips may not be completely visible at all times.

**Person Specification**

|   |   |  |
|---|---|--|
| Job Title:  | Marketing and Communications Officer (Public Health)  |  |
| Department:                                       | Communications  |  |
| Location:   | Cobalt Business Park  |  |
| <b>Specification</b>                              | <b>Essential</b>  | <b>Desirable</b>   |
| <b>Qualifications / Professional Registration</b> | <ul style="list-style-type: none"> <li>Educated to degree level or equivalent in a relevant subject and/ or substantial experience working in a press office or communications department</li> </ul>  | <ul style="list-style-type: none"> <li>Professional qualification in communications and marketing</li> </ul>   |
| <b>Experience and knowledge</b>                   | <ul style="list-style-type: none"> <li>Highly specialised knowledge underpinned by theory or in-depth experience of a broad range of communications and marketing techniques, approaches and procedures gained through practical experience working in a marketing, communications environment for a significant period of time.</li> <li>Experience and knowledge of communications, public relations, journalism and marketing techniques, approaches and procedures gained through practical experience working in public relations, marketing, communications or as a journalist for a significant period of time.</li> <li>Experienced in dealing with journalists and responding to their enquiries.</li> <li>Ability to explain complex medical issues in simple language.</li> <li>Good news sense.</li> <li>Experienced at instructing external consultancies and agencies including photographers, designers and printers.</li> <li>Experienced at organising events such as photo calls, official openings and staff roadshows.</li> </ul> | <ul style="list-style-type: none"> <li>Knowledge of local, regional and specialist media.</li> <li>Experience of working in a similar role in a complex NHS organization or in the public sector.</li> <li>Awareness of key issues affecting the NHS.</li> </ul> |

|                                    |  |  |
|------------------------------------|--|--|
| <p><b>Skills and abilities</b></p> | <ul style="list-style-type: none"> <li>• Excellent written and verbal communications skills.</li> <li>• Able to meet tight deadlines that may be conflicting.</li> <li>• Able to prioritise own workload.</li> <li>• Able to communicate with staff at all levels of the organization, external organizations and partners and journalists.</li> <li>• Able to identify opportunities to promote the work of the Trust, its staff and services.</li> <li>• Able to co-ordinate the production of internal and external publications.</li> <li>• Able to advise managers, staff and committees on communications, marketing and media.</li> <li>• Excellent IT skills in Microsoft Office packages.</li> <li>• Must be able to demonstrate the English language proficiency level required for this post.<br/>Must be able to demonstrate the English language proficiency level required for this post'</li> </ul> |  |
| <p><b>Personal attributes</b></p>  | <ul style="list-style-type: none"> <li>• Able to work effectively under pressure.</li> <li>• Good team player</li> <li>• Able to work unsupervised</li> <li>• Learning agility and commitment to self-development</li> </ul>   |  |
| <p><b>Other requirements</b></p>   | <ul style="list-style-type: none"> <li>• Full UK driving licence</li> <li>• Access to own transport.</li> <li>• Able to work occasional late nights and weekends when required.</li> <li>• It is an essential requirement of the role that the post holder has a valid driving licence and is either a car owner and able to use the car for work purposes, or has a Trust personal lease vehicle which may be used for the role. However, the Trust would consider making reasonable adjustments to the role, if necessary, to enable a disabled person to undertake the role.</li> </ul>   |  |