

## JOB DESCRIPTION

<b>Job Title:</b>	<b>Communication Officer</b>
<b>Pay Band:</b>	<b>Band 5</b>
<b>Hours of Work:</b>	<b>37.5 hours per week</b>
<b>Responsible to:</b>	<b>Communication Lead</b>
<b>Accountable to:</b>	<b>Head of Quality</b>
<b>Base Point:</b>	<b>White Rose House, Wakefield, WF1 1LT</b>
<b>Contract Type</b>	<b>Permanent</b>

### Organisational Values

You will share a commitment to our values:

- ***Being respectful and enabling trust;***
- ***Being the best we can be;***
- ***Working together for patients; and***
- ***Committed to being one single inclusive team.***

### Job Summary

The Communications Officer works within the Communications team to deliver a wide range of communications activities and projects aimed at external and internal stakeholders.

The post holder will support NHS Wakefield CCG communications activity and digital presence, including the website, intranet (skyline) and social media.

They will be responsible for reporting and evaluating communications work. Having strong writing and editorial skills, they will play a key role in producing articles for internal and external publications. The role also involves dealing with and reporting on enquiries from the public and professional stakeholders, and supporting the communication leads

## **Main Duties and Responsibilities**

### **Communication and Relationship:**

#### **Digital**

- Lead on the development and improvement of digital policies.
- Support the development and implement the digital elements of the Communications Strategy and Annual Plan.
- Provide digital guidance for the CCG advising on better use of digital channels and tools and on social media.
- Responsible for the website and intranet's ongoing development and maintenance, ensuring that it is an example of best practice and that the sites are always fresh, up-to-date and the website is optimised for search engines.
- Approve content contributed by colleagues (administrator rights).
- Liaise with all levels of staff across the CCG to develop and collect clear, accurate and engaging content (in written, image, audio, video and social media) to highlight the activity of the CCG and the wider health care economy.
- Increase the CCGs presence as appropriate on digital platforms, including Twitter and Facebook
- Act as the first point of contact for all staff for questions and problems with the collaborative social media platform (Skyline)
- Gather site performance metrics / information and use Google Analytics to track traffic. Interpret the data to highlight effective and ineffective sections of the website, monitoring campaigns, and provide evidence to support future changes.
- Support preparation for organisational reports for senior management.
- Lead key projects to improve web and intranet content and functionality
- Provide to training staff on intranet system and produce user friendly support documentation.
- Ensure digital channels are used as an integrated communications tool.
- Be capable of handling ICT issues and software related to the intranet.

#### **General Communications**

- Write, edit and distribute communications materials appropriate for different target audiences, from experienced researchers to the general public.
- Manage the production and distribution of content to internal audiences and through press, digital and social media.
- Coordinate and produce the CCG's bi weekly internal news bulletin.
- Contribute to the coordination of external events and meetings.
- Control the quality of the website and outgoing literature, checking for consistency and organisational accuracy in both narrative and style to ensure design guidelines are applied.
- Support the delivery and creation of the monthly staff briefing
- Support the Communications Leads to develop and implement strategic communications plans for key projects and activities.
- As a key member of a small communications team, to proactively offer

- support to the development and implementation of all strategies and plans
- Support ad hoc projects in the Communications Team based on communication plans and events
- Maintenance of the stakeholder database
- Maintenance of the social intranet system Skyline
- Maintenance of social media and website

### General

The postholder will:

- Develop a culture that promotes equality and values diversity. The postholder must be aware of and committed to the Equality and Diversity policies of NHS Wakefield CCG, comply with all the requirements of these policies and also actively promote Equality and Diversity issues relevant to the post.
- Ensure the principles of openness, transparency and candour are observed and upheld in all working practices.
- The post holder will have, or acquire through training provided by the organisation, the appropriate level of safeguarding and knowledge, skills and practice required for the post and be aware of and comply with the organisation's safeguarding protection policies and procedures.
- Ensure that any infection prevention and control issues are reported to the line manager/Infection Prevention and Control

## PERSON SPECIFICATION

ASSESSMENT CRITERIA
<p><b>Qualifications and Experience</b></p> <p>The post holder will have :</p> <ul style="list-style-type: none"> <li>• Communications, PR and marketing experience for a large organisation.</li> <li>• Writing skills to present information in a variety of different formats.</li> <li>• Experience of producing information for a variety of different audiences including an organisation's employees and/or the general public.</li> <li>• Experience of using Microsoft Office programmes, and the internet.</li> <li>• Education to degree level – communication/ marketing/journalism or equivalent</li> <li>• Qualifications or training in web development desirable</li> <li>• Advanced keyboard skills</li> </ul>
<p><b>Knowledge and Understanding</b></p> <p>The post holder will have:</p> <ul style="list-style-type: none"> <li>• Continuing professional development with portfolio.</li> </ul>

- Understanding of how the NHS works and the key issues facing health and social care desirable Design and print processes.
- Marketing, communication and stakeholder management knowledge
- Equality legislation and best practice understanding
- Web and digital communications technologies/software knowledge

### **Skills and Competencies**

The post holder will have:

- Effective communication and interpersonal skills.
- Excellent copywriting and editorial skills.
- Accuracy, attention to detail and proofreading skills
- A proactive and creative approach with the ability to generate new ideas and carry them forward
- Ability to brief on required specifications.
- Able to prioritise work to meet deadlines.
- Organisational skills.
- Excellent time management skills.
- Assertive, influencing and persuasive skills.
- Ability to use initiative appropriately.
- Able to establish relationships with key stakeholders.
- Able manage multiple competing priorities including urgent issues arising.
- Understands the principles of confidentiality
- High level of skill in using web-based communications, including content management systems, social media, blogs and new/emerging technologies
- Ability to use analytical and judgemental skills and liaise with colleagues on the appropriate respond to media requests/ situations.

### **Attributes**

The post holder will:

- Be diligent at handling multiple work streams
- Have excellent personal communication skills
- Be calm under pressure
- Be motivated and able to see opportunities for communications and marketing
- Have willingness to travel within Wakefield and surrounding areas
- Be able to manage own workload, with management support based task frequency and defined objectives

### **Values and Behaviours**

#### **Being respectful and enabling trust**

- Respectful and supportive of others and challenges disrespectful behaviour
- Trustworthy and able to inspire confidence in others
- Shows an interest in others views and acts upon these in a positive manner
- Adjusts communication techniques accordingly

**Working together for patients**

- Can vocalise the interests of patients
- Presents a positive respectable image to all stakeholders
- Understands how the role impacts on healthcare and patient experience
- Is committed to understand the wider network of the CCG and working in partnership for the benefit of the patient

**Committed to being one single inclusive team**

- Confident working as part of a team to manage workload and share learning
- Able to adapt to change and work flexibly
- Has strong self-awareness and can recognise strengths and weaknesses of others

**Being the best we can be**

- Enthusiastic about quality and delivery of this
- Has a solution focused approach to deliver value for money
- Acts in a positive manner to improve morale and address negativity
- Open and honest about difficulties and risks and addresses these promptly