

North East Ambulance Service NHS Foundation Trust

Role Description

Job Title	Communications Support Officer
A4C Band	Band 4
Accountability	Communications Manager
Directorate	Chief Executive
Date	April 2021

Job Summary

The communications team operates in a busy working environment, advising a range of internal departments within the Trust on communications strategy and serving a wide range of audiences across North East England that include patients, staff, national and local media, MPs, local authorities and other NHS organisations.

The department is responsible for a variety of internal and external communications including patient, staff and corporate publications; maintaining, developing and updating the Trust website, intranet, social media platforms; handling media enquiries and providing information for MPs and Ministers.

The post holder will provide an essential role in the team monitoring and updating the Trust's digital communications platforms, ensuring that all media enquiries are logged, answered or referred on; support the wider team with general administration of the team's contact databases and photo library; developing content for internal and external media and event coordination.

1. Key Result Areas

1. Manage the administration of the press office ensuring that all media enquiries are logged, answered or referred on.
2. Participate in developing content for internal and external media.
3. Support the team in developing and implementing a strategy for off-line and online communications at the Trust.
4. To be responsible for using content management systems and social networks to update internal and external messages and information in a timely manner.
5. Ensure the timely production and distribution of all corporate communications, including internal and external publications, media responses and social media replies
6. Ensure the timely production and distribution of all communications reports, including monitoring analysis and evaluations.
7. Ensure the quality and format of the Trust's online content, ensuring consistency across pages, all working links and a continuous review and development of all online sites.
8. Maintain and update an accurate and contemporary database of contacts for all stakeholders and Trust photo library
9. Support event coordination.

2. Functional Responsibilities

1. First point of contact for media enquiries, including on sensitive, confidential issues; answers or refers as appropriate. Establish a network of contacts in national, regional, local and specialist trade media and maintain media relations databases.
 - a. Issue press releases proactively promoting achievements and new developments within the NEAS
 - b. Support coverage in national, regional, local, specialist and trade press, TV and radio.
2. Support co-ordination of events to promote NEAS internally and externally such as staff awards, patient reunions and press events.
3. Monitor, maintain and support the development of written and graphic content and navigation of internal and external media such as Trust website, intranet and social media platforms
4. Ensure corporate content reflects the core image and values of the organisation and ensures communications platforms and content are accurate, up to date and responsive.
5. Maintain photo library and departmental databases.
6. Monitor press coverage and audience engagement on digital platforms.
7. Develop and sustain constructive working relationships with staff across the Trust to maximise opportunities to promote good practice and disseminate key messages.
8. Implement and maintain high standards of accessibility and usability on the Trust's digital platforms.
9. Use content management systems in place, implement new designs and templates for the look, feel and structure of digital platforms
10. Plan, organise and arrange events, meetings, presentations and briefings.
11. Act as a point of contact for corporate communications enquiries from a range of internal and external stakeholders.

3. Key Working Relationships

Internal

- a. Trust Board and executive team
- b. Senior managers
- c. All levels of staff in Trust
- d. Trades Union representatives

External

- e. Press and media
- f. Local authority committees and councillors
- g. Members of Parliament
- h. Managers and directors of Foundation Trusts; commissioning bodies; NHS Commissioning Board; Department of Health
- i. External providers and suppliers of services to the Trust
- j. Design, print and photography agencies

Accountability

Directly accountable to the Communications Manager

Other Duties

The above is only an outline of the tasks, responsibilities and outcomes required of the role. The post holder will carry out any other duties as may reasonably be required by their line manager.

Confidentiality

The post holder will be expected to maintain the complete confidentiality of all material and information to which they have access and process.

Equality and Diversity

Ensure compliance with equality and diversity legislation and display active commitment to the need to ensure equality of opportunity and the benefits of diversity.

When in contact with colleagues, patients, visitors, volunteers, contractors and people from other organisations, ensure that they are treated with respect and consideration and their dignity is maintained

Infection Control

It is your responsibility to adhere to infection control policies 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 NEAS policy. You must contribute to the cleanliness of the work environment and keep it "clutter free" and tidy. You must also attend all mandatory training and updates to ensure you receive training appropriate to your role.

Data Protection

The post holder must, if required to do so, process records or information in a fair and lawful way. They must hold and use data only for the specified, registered purposes for which it was obtained and disclose data only to authorised persons or organisations.

Corporate Governance

The post holder must, at all times, act honestly and openly and comply with relevant corporate governance requirements, employment legislation, standards of business conduct, codes of openness and accountability.

Equal Opportunities

The post holder must comply with and promote Equal Opportunities and accordingly must avoid any behaviour which discriminates against colleagues, potential employees, patients or clients on the grounds of sex, marital status, sexual orientation, age, race, colour, nationality, ethnic or national origin, religion, political opinion, trade union membership or disability.

Health and Safety

Under the Health and Safety at Work Act (1974), it is the responsibility of individual employees at every level to take care of their own health and safety and that of others who may be affected by their acts at work. This includes co-operating with the organisation and colleagues in complying with health and safety obligations to maintain a safe environment and particularly by reporting promptly and defects, risks or potential hazards.

Flexibility

The Trust is currently working in a climate of great change within the NHS. It is therefore expected that all staff will develop flexible working practices to be able to meet the challenges and opportunities of working within the new NHS.

Risk Management

Support the implementation of the Trust's Risk Management Strategy. Help the Trust meets its risk management obligations by being aware of hazards and risks within their work environment and working with the Risk Officers for the reduction and removal of unacceptable risks. To advise on the inclusion of business and financial risk within the appointed risk appetite framework for inclusion on the overall Trust Risk Register as appropriate.

Personal

This job description outlines the duties as currently required but may be amended to reflect future developments in the service and the impact of new technology on the role. Appropriate training will be provided to support essential additional skills required.

Agreed and Approved	
Job	
Holder's Signature	Date
Line Manager's	
Signature	Date



North East Ambulance Service



NHS Trust

PERSON SPECIFICATION

JOB TITLE: Communications Support Officer

DIRECTORATE: Chief Executive

	ESSENTIAL	DESIRABLE
EDUCATION AND QUALIFICATIONS	<ul style="list-style-type: none"> ➤ Experience to degree level or equivalent 	<ul style="list-style-type: none"> ➤ Membership of the Chartered Institute of Public Relations (CIPR) or other communications professional body. ➤ Specialist qualification or CPD in public relations or equivalent
KNOWLEDGE	<ul style="list-style-type: none"> ➤ Knowledge of communications, public relations and marketing communication techniques, approaches and procedures ➤ Knowledge and understanding of content management systems and other digital communications systems and social networks ➤ knowledge of visual storytelling tools, such as Canva 	
EXPERIENCE	<ul style="list-style-type: none"> ➤ Experience of writing (e.g. press releases, news articles, social media schedules and other communications / publicity materials) for a range of different media. ➤ Experience of tailoring copy for different audience using the most appropriate tone and language. ➤ Experience of managing collaborative working, including competing agendas to facilitate partnership, ranging from front line staff, clinical or social work professionals, to directors ➤ Experience of organising and facilitating meetings, events, PR activities/campaigns. ➤ Experience of delivering communication related projects 	
KEY SKILLS	<ul style="list-style-type: none"> ➤ Literate and articulate; understanding of electronic media; good editorial and proof-reading 	

	<p>skills. Ability to analyse complex issues and translate them into clear communications</p> <ul style="list-style-type: none"> ➤ IT literate including use of Microsoft Office and Apple packages and DTP/ media editing skills and use of digital hardware and software such as content management systems, databases and media analytics. ➤ Ability to prioritise and manage own and others workload to deliver required outcomes and to contribute to the overall improvement of services ➤ Good database management skills. 	
PERSONAL ATTRIBUTES	<ul style="list-style-type: none"> ➤ A flexible attitude which demonstrates both a commitment to team working and to working unsupervised, when required ➤ Capable of working under some pressure ➤ Good presence/gravitas to deliver a good quality customer service approach ➤ A self-starter, enthusiastic, motivated and has a 'can do' attitude ➤ Confident, articulate and presentable ➤ Personable with an ability to build good relationship with peers, colleagues, partners and stakeholders of all levels 	
OTHER	<ul style="list-style-type: none"> ➤ Must be able and willing to occasionally attend meetings outside of normal working hours. ➤ Must be willing to travel across the North East for meetings. 	