

## **JOB DESCRIPTION**

### **1. General Information**

JOB TITLE: External Marketing Communications Officer  
AREA/SPECIALITY: Communications, Health Innovation Network  
GRADE: 5  
DEPARTMENT: Health Innovation Network  
RESPONSIBLE TO: Band 7 Marketing Communications Manager  
ACCOUNTABLE TO: Band 7 Marketing Communications Manager  
LOCATION: Becket House, Floor 10, Lambeth Palace Road, SE1 7EU

### **The Health Innovation Network (HIN) South London**

The Health Innovation Network (HIN) South London is the health innovation network for south London, one of 15 across England. We are the bodies uniquely established to connect NHS and academic organisations, local authorities, the third sector and industry, in order to increase the spread and adoption of innovation across large populations, at pace and scale.

Our membership is drawn from twelve south London Boroughs and comprises all primary care, acute and mental health providers; commissioners, local authorities, higher education institutions, third sector, and industry and commercial partners, covering a population of three million people.

### **Guy's and St Thomas' NHS Foundation Trust**

We are hosted by Guy's and St Thomas' which is one of the largest hospital trusts in the country, with around 12,500 staff; an annual turnover of more than £1 billion; and 1.6 million patient contacts a year. Our hospitals have a long and proud history, dating back almost 900 years, and have been at the forefront of medical progress and innovation since they were founded. We continue to build on these traditions and have a reputation for clinical, teaching and research excellence.

We provide a full range of hospital services for our local communities and - from April 2011 – have integrated community services in Lambeth and Southwark into the Trust. We also provide specialist services for patients from further afield, including cancer, cardiac, kidney, women's and orthopaedic services, and we are home to the Evelina Children's Hospital. See [www.guysandstthomas.nhs.uk](http://www.guysandstthomas.nhs.uk)

As an organisation we are committed to developing our services in ways that best suit the needs of our patients. This means that some staff groups will increasingly be asked to work a more flexible shift pattern so that we can offer services in the evenings or at weekends. We also have a positive approach to corporate social responsibility and are keen to engage our staff in an agenda that ranges from promoting environmental sustainability to the creation of local employment opportunities.

We are part of King's Health Partners Academic Health Sciences Centre (AHSC), a pioneering collaboration between one of the world's leading research-led universities and three of London's most successful NHS Foundation Trusts. Our AHSC is one of only five in the UK and consists of King's College London and Guy's and St Thomas', King's College Hospital and South London and Maudsley NHS Foundation Trusts.

Across the AHSC we see around 3 million patients a year; have 30,000 staff; 20,000 students; and a combined annual turnover of £2.6 billion. Our AHSC brings together the best of basic and translational research, clinical excellence and world-class teaching to deliver groundbreaking advances in physical and mental healthcare. See [www.kingshealthpartners.org](http://www.kingshealthpartners.org)

### **Organisational Values:**

Our **values** help us to define and develop our culture, **what we do** and **how we do it**. It is important that you understand and reflect these values throughout your employment with the Trust.

The post holder will:

- **Put patients first**
- **Take pride in what they do**
- **Respect others**
- **Strive to be the best**
- **Act with integrity**

Our [values and behaviours framework](#) describes what it means for every one of us in the Trust to put our values into action.

## **2. Job Summary**

The role of the External Marketing Communications Officer is to support the Manager with the implementation of external marketing of the HIN to ensure that key stakeholders are well informed and that messages are aligned to the priorities of the HIN.

The External Marketing Communications Officer will also oversee the provision of accurate and relevant information about the organisation and its services.

The postholder will report to the Manager but they will also work closely with other HIN teams to ensure that needs and views are taken into account when creating any information or literature.

The External Marketing Communications Officer will be responsible for the day-to-day delivery of external communications and marketing using the existing channels and assist with the development of new and innovative ways of engaging and communicating with stakeholders, including the media.

They will support the Manager in the organisation and administration of stakeholder events, briefings and meetings.

The postholder will need to have existing experience of working in communications and/or marketing, preferably with knowledge and experience of media relations. They will be confident and able to deputise for the Marketing Communications Manager when necessary.

## **3. Key Relationships**

- Director of Communications
- Head of Communications
- Colleagues in the communications department
- Clinical Directors
- Corporate departments leads and staff
- King's Health Partners and other stakeholders
- Procurement department
- Suppliers of design, print, photography, video and marketing materials

#### **4. Duties and Responsibilities**

##### **External**

Work with the Marketing and Communication Manager to help with the forward media plan, placing features as well as building good relationships with the media, dealing with enquiries from journalists, producing press statements and releases, liaising with television and radio crews for local, regional, trade and national coverage.

Analyse insight, feedback and research to create and evaluate effective marketing campaigns and work with others to monitor, assess and report on market developments and trends. Support and assist with the development of an external communications and engagement strategy and subsequent action plan.

Support and assist with the development of systems, policies and procedures to monitor, edit and improve external communications channels and services including content, structure and two-way information flows.

Ensure that all external communications channels and services are consistent with appropriate accessibility standards and are written in highly engaging styles - this will involve strong communication skills with sensitive information and co-operation skills.

Ensure all external communications support the HIN's culture, mission, vision and values and priorities and objectives where barriers exist and where there is resistance to change.

Develop and manage the external communications forward plan, this will involve planning activities, ensuring that the HIN's key external events are captured.

Take direction from the Marketing and Communications Manager on the management of the external communication channels and be responsible for creating content and editing materials for existing channels such as the external newsletter. This will involve planning, analysis and comparison of a range of options.

Be responsible for external electronic circulation lists and ensure the distribution of the newsletter or other printed communications, working to ensure all records are kept up to date.

Support bespoke projects which require external communications support e.g. alumni events.

Provide assistance to Clinical Theme specific communications such as newsletters or updates which will involve analytical skills and planning.

Provide significant support to the organisation and event management of senior leadership engagement events and staff briefings - this will involve planning and organising complex events, provision of materials and supporting the programme development.

Help to maintain the HIN's corporate identity through use of the brand guidelines and ensure that these are correctly deployed through all internal communications.

Review emerging/new external communications tools, techniques and development to ensure the Trust is in line with best practice/policy.

Undertaking continuing personal and professional development to meet the changing demands of the post.

Support the implementation of policies across the Trust generated from the Communications team.

Propose changes to policies/services within own area ie external comms.

Analyse and evaluate external communications activities, critically appraising the approach and tactics taken to contribute to continuous improvement within the team.

**Deliver strategic priorities to build a positive reputation** and help us realise our ambitions as an organisation. This will include ad hoc involvement with wider Strategic Communications projects.

### **Writing**

Draft content for corporate publications including newsletters, reports, articles and publicity material for internal and external use.

### **Management and Leadership**

Deputise for the Marketing and Communication Manager as needed. The post holder will work with colleagues to ensure that office systems are effective and run smoothly and that the department deploys its resources efficiently.

Represent the department at internal and external meetings and events as required and directed by the Marketing and Communication Manager.

### **Financial responsibilities**

Ensure at all times that use of resources represent value for money and are properly accounted for.

Commission and manage contracts with suppliers of design, print, web and marketing products and services.

### **Information management**

Ensure digital communications strategies comply with Trust asset, intellectual property, digital and copyright protection.

Ensure that patient, staff and commercial confidentiality is preserved at all times in the development and deployment of digital communications products channels.

Oversee the processes and procedures to monitor and track performance of website usage and effectiveness providing regular analysis and trend reports.

Work with the IT department to ensure security of the website and microsities' content and develop contingency arrangements should the site become corrupted or require alternative hosting.

### **Education & Professional Development.**

Identify skills needs within the communications department and across the organisation to deliver the digital communications strategy.

Devise and provide training for staff to support the use of digital communications and social media in collaboration with other relevant departments.

Maintain and enhance own personal and professional skills and competencies and with the Manager contribute to own performance appraisals and personal development plan.

Keep abreast of professional, publishing and digital best practice, methods and services that could enhance the role or team.

### **General**

Organisational skills – Excellent written, oral, communication and organisational skills and the ability to work to systems, procedures and minute meetings and to work on own initiative, prioritising workloads and managing time effectively, working to high standards of accuracy under pressure and meeting deadlines.

Communication skills - Confident, flexible approach to work, exercising tact, discretion, diplomacy and confidentiality, producing documents with high levels of presentation skills.

Ability to work with conflicting priorities, particularly in respect to diary management, and timescales in a pressured environment.

Keyboard skills - Good typing speeds, ability to use software packages (preferably Microsoft Office, Word, Excel, Powerpoint).

### **The following statement forms part of all job descriptions:-**

The post holder is required to follow Trust policies and procedures which are regularly updated including:

### **Confidentiality / Data Protection / Freedom of Information**

Post holders must maintain the confidentiality of information about patients, staff and other health service business in accordance with the Data Protection Act of 2018. Post holders must not, without prior permission, disclose any information regarding patients or staff. If any member of staff has communicated any such information to an unauthorised person, those staff will be liable to disciplinary action up to and including dismissal. Moreover, the Data Protection Act 2018 also renders an individual liable for prosecution in the event of unauthorised disclosure of information.

Following the Freedom of Information Act (FOI) 2000, post holders must apply the Trust's FOI procedure if they receive a written request for information.

### **Information Governance**

All staff must comply with information governance requirements. These includes statutory responsibilities (such as compliance with the Data Protection Act), following national guidance (such as the NHS Confidentiality Code of Practice) and compliance with local policies and procedures (such as the Trust's Confidentiality policy). Staff are responsible for any personal information (belonging to staff or patients) that they access and must ensure it is stored, processed and forwarded in a secure and appropriate manner.

### **Equal Opportunities**

Post holders must at all times fulfil their responsibilities with regard to the Trust's Equal Opportunities Policy and equality laws.

### **Health and Safety**

All post holders have a responsibility, under the Health and Safety at Work Act (1974) and subsequently published regulations, to ensure that the Trust's health and safety policies and procedures are complied with to maintain a safe working environment for patients, visitors and employees.

### **Infection Control**

All post holders have a personal obligation to act to reduce healthcare-associated infections (HCAIs). They must attend mandatory training in Infection Control and be compliant with all measures required by the Trust to reduce HCAIs. **All post holders must comply with Trust infection screening and immunisation policies** as well as be familiar with the Trust's Infection Control Policies, including those that apply to their duties, such as Hand Decontamination Policy, Personal Protective Equipment Policy, safe procedures for using aseptic techniques and safe disposal of sharps.

### **Risk Management**

All post holders have a responsibility to report risks such as clinical and non-clinical accidents or incidents promptly. They are expected to be familiar with the Trust's use of risk assessments to predict and control risk, as well as the incident reporting system for learning from mistakes and near misses in order to improve services. Post holders must also attend training identified by their manager, or stated by the Trust to be mandatory.

### **Flexible Working**

As an organisation we are committed to developing our services in ways that best suit the needs of our patients. This means that some staff groups will increasingly be asked to work a more flexible shift pattern so that we can offer services in the evenings or at weekends.

### **Safeguarding children and vulnerable adults**

Post holders have a general responsibility for safeguarding children and vulnerable adults in the course of their daily duties and for ensuring that they are aware of the specific duties relating to their role.

### **Sustainability**

It is the responsibility of all staff to minimise the Trust's environmental impact by recycling wherever possible, switching off lights, computers monitors and equipment when not in use, minimising water usage and reporting faults promptly.

### **Smoking Policy**

The Trust is committed to providing a healthy and safe environment for staff, patients and visitors. Staff are therefore not permitted to smoke on Trust property or in Trust vehicles

**Review of this Job Description**

This job description is intended as an outline of the general areas of activity and will be amended in the light of the changing needs of the organisation. To be reviewed in conjunction with the post holder.

**Initials and date of Preparation**

### Person Specification

	<b>Essential</b>	<b>A/I/T*</b>	<b>Desirable</b>	<b>A/I/T*</b>
<b>Qualifications/ Education</b>	<ul style="list-style-type: none"> <li>Educated to degree level or equivalent experience in a relevant discipline eg journalism, marketing, communications etc</li> </ul>	<b>A</b>	<ul style="list-style-type: none"> <li>Evidence of continuous professional development</li> </ul>	<b>A/I</b>
<b>Previous experience</b>	<ul style="list-style-type: none"> <li>Experience of working within external marketing communications and/or journalism</li> </ul>	<b>A/I</b>	<ul style="list-style-type: none"> <li>Experience of working with the media.</li> <li>Experience of event management</li> <li>Photography / video / graphics design experience</li> </ul>	<b>A/I</b>
<b>Skills/Knowledge/ Ability</b>	<ul style="list-style-type: none"> <li>Knowledge of the health and social care environment in the UK, specifically the NHS</li> <li>Good attention to detail and proof reading skills</li> <li>Ability to receive complex information and reproduce it in a way that is easy to understand</li> <li>Excellent planning and organisational skills</li> <li>Ability to work with a range of staff at varying levels</li> <li>Good time management skills and ability to prioritise own workload</li> <li>Strong interpersonal and communication skills with the ability to engage with others</li> <li>Able to use own initiative</li> <li>Highly competent in the use of relevant computer programmes, e.g. Microsoft Office, InDesign and other free to use design tools such as Canva</li> <li>Functional ability to use email marketing platforms e.g. MailChimp, Dotmailer</li> </ul>	<p><b>A/I</b></p> <p><b>A/I/T</b></p> <p><b>A/I/T</b></p> <p><b>A/I/T</b></p> <p><b>A/I</b></p> <p><b>A/I/T</b></p> <p><b>A/I</b></p> <p><b>A/I</b></p> <p><b>A/I</b></p> <p><b>A/I</b></p>		

