Royal Papworth Hospital NHS Foundation Trust
Role Profile: Charity Communications Officer
Job Description/Person Specification

Dear Applicant,

Thank you for considering a position at Royal Papworth Hospital NHS Foundation Trust.

Contained in this pack is a job description and person specification. We recommend that you work through the contents of this as you complete your application. We would encourage you to get in touch with the contact for the advert to learn more about the role ahead of your application.

We feel it is a great time to apply to join our incredible organisation; our world-wide reputation and opportunities to gain exceptional experience mean that this is a wonderful place to develop your career.

Royal Papworth Hospital is the UK's leading cardiothoracic hospital, treating approximately 50,000 patients each year, and is currently rated 'outstanding' in all domains by the Care Quality Commission (CQC). The Trust is one of the best NHS Trusts in the country for inpatient experience, achieving 9.7 out of 10 in the CQC inpatient experience survey, and regularly scores 97% in outpatient feedback from the friends and family test.

What we ask for from you
At Royal Papworth, we pride ourselves on our values. We expect all our staff to uphold our values of compassion, excellence and collaboration at all times. This means that we are committed to recruiting the right people to create the best working environment: people with the skills, behaviours, and competencies to achieve and support high standards of patient care in a specialist centre, pioneering interventions, and improvements. You will find more information about our values and behaviours at the end of this role profile pack.

Royal Papworth Hospital is proud to employ a diverse workforce who are encouraged to use their individuality in their work. We believe that our success as an organisation relies on our ability to foster an environment which encourages using our differences as a strength. We work to ensure that these differences are protected and that everyone is treated with respect, kindness and dignity at all times. We empower staff to promote an environment of speaking up, to understand bias and to ensure that our workplace remains free from discrimination.

What you can expect from us
We have many exciting programmes and initiatives that are ongoing, helping us to deliver our strategic objective to deliver the best staff experience in the NHS.

Our Collective and Compassionate Leadership programme was developed in collaboration with our employees to understand our eight priorities for improving our

culture and leadership. Through developments like this, we are continually working to ensure we are embedding the right leadership culture across the Trust with support and empathy at the fore.

The health of our staff is our priority.

We have a comprehensive range of health and wellbeing initiatives in the form of mental, physical and financial support programme, such as the staff hardship fund which provides food vouchers, emergency financial aid for people experiencing hardship.

All employees can also enjoy 50% off food and drink in our hospital restaurant.

We have dedicated health and wellbeing facilitators working across the Trust to support staff. We are proud to run staff networks which meet regularly: Race Equality Network; LGBT+ Network; Women's Network; Disability and Difference and Carers (DAD) Network.

The benefits of working for Royal Papworth extend beyond job satisfaction.

As a member of the Royal Papworth family you will have access to the following benefits: continuous professional development ; NHS Pension Scheme; extensive retail discount scheme, access to free, confidential health service; free access to an Employee Assistance Programme; subsidised restaurant, staff recognition and appreciation scheme, membership options at Frank Lee Centre Leisure & Fitness (campus gym), salary sacrifice 'cycle to work' and 'car lease' scheme, flexible working, access to library services, on-site childcare, and a generous annual leave entitlement of 202.5 hours (27 days) plus bank holidays.

We look forward to receiving your application.

Job description

Role title	Charity Communications Officer	Reporting to	Fundraising and Stewardship Manager
Directorate	Finance	Appraised by	Fundraising and Stewardship Manager
Department	Charity	Working hours	37.5
Band	5		

Job Summary

To plan and implement communications projects for a wide range of audiences including staff, patients and partners.

To manage the charity's supporter communications activity, including planning, writing and editing supporter communications materials whether they be in printed, digital or video format. You will be responsible for raising awareness of the charity's activity through dynamic and purposeful internal and external communications.

To respond to media enquiries and brief patients and spokespeople.

To commission, write, edit and proofread content for our communications channels including our website, intranet and social media channels.

Main duties of the job

Communications and marketing activities

1.   Providing communications advice to staff on how best to communicate with different audiences, depending on the desired outcome.

2.   Managing our communication activity including the production of printed and digital patient information booklets and videos.

3.   Representing the charity team at meetings and committees advising on communications issues and opportunities to raise the profile of the charity.

4.   Responding to media enquiries (including on sensitive, confidential issues) and deciding on the appropriate response, briefing spokespeople and patients where appropriate.

5.   Writing news stories and fundraiser/staff case studies for our newsletters, website and social media channels.

6.   Taking photographs of supporters for internal and external communications channels

7.   Using design software to edit videos and graphics for internal/external communications and social media.

8.   Managing the CMS for the Charity website to ensure the content is up to date, accurate, compelling, and engaging for a diverse audience.

9.   Briefing our design agency on projects such as designing a poster or brochure and liaise with other staff members to get feedback on initial designs.

10.   Ensuring staff adhere to the Charity brand guidelines when producing printed and online materials such as posters, presentations, pitches.

11.   Use analytics and research tools to monitor the effectiveness of our communications activity and make changes to communications strategies accordingly.

12.   Supporting other members where necessary.

Administration

1.   To respond effectively and professionally to telephone and email enquiries using tact, discretion, and sensitivity as appropriate to the situation.

2.   To communicate verbally with staff and patients within the hospital.

3.   To participate in appraisals in accordance with Trust's procedure.

4.   To deal with requests from staff regarding communications matters and use own judgement to determine the best course of action.

5.   Use computer software to produce posters, Powerpoint slides and other documents in accordance with the Charity's brand guidelines.

6.   To use online tools to set up surveys for example online surveys to support with communications activity.

7.   Work with clinical staff to ensure accuracy of details shared around the charity funded projects.

8.   Maintain confidentiality of patient information and follow the Trust's consent procedures.

9.   Provide guidance to other staff members on our brand guidelines and consent procedures.

10.   To work with the charity team providing cover for staff with similar roles during periods of absence.

11.   To liaise with staff in other departments as required.

12.   To proofread work produced and ensure it conforms with brand guidelines and relevant Trust/Charity policies.

13.   To conduct research to ensure the team is up-to-date with changes in the communications sector and especially with regards to NHS communications

14.   To read regular updates from the Charities Commission and Fundraising Regulator and share information and learnings with the rest of the team.

Planning and organising

1.   To organise meetings and events for internal and external events. This may include booking venues, setting up attendee registration, conducting health and safety assessments.

2.   To follow Charity policies with regards to GDPR and consent and ensure that consent forms are obtained when supporter stories are used in internal and external communications channels.

3.   To ensure that invoices are processed in a timely manner.

4.   To plan and organise own day-to-day work activities and be prepared to respond to unexpected tasks e.g. a staff announcement or significant media enquiry

5.   To undertake any other duties as may be reasonably required by the Fundraising and Stewardship Manager or Head of Business Services

Managing – People and Resources

1.   To develop strong working relationships with team members and staff in other departments.

2.   To order products and services on behalf of the charity team.

3.   To demonstrate duties to new starters, apprentices.

4.   To use software such as Adobe InDesign and PremierPro to create communications content.

5.   To use content management systems to make updates to the hospital's intranet and charity website.

6.   To use audio-visual equipment such as screens in the hospital atrium and speakers to display communications content and use videoconferencing software such as Microsoft Teams to host virtual events.

Training and teaching

1.   Undertake mandatory and local training.

2.   Take responsibility for own professional development and seek opportunities to develop skills.

Health and safety

1.   Within their own area of responsibility, the post holder will be responsible for assessing the risks to health and safety of staff, patients and visitors or to the achievement of the Trust's objectives.

Dignity at work

1.   To be responsible for your own behaviour

2.   To be aware of the Trust's Anti-Harassment and Bullying policy

3.   To comply requests to attend training and similar activities in support of the policy

4.   To comply with requests for information regarding harassment and bullying in the Trust as required

5.   To treat all colleagues and customers in a manner which meets equal opportunities and good practice

	General compliance
1.	You must uphold the Trust's values **Compassion Excellence Collaboration** and associated behaviour standard and support Equality, Diversity and Inclusion.
2.	You must perform your duties to the highest standard, with particular regard to effective and efficient use of resources, maintaining quality and contributing to improvements
3.	You must comply with all Trust Policies and Procedures (and subsequent updates thereof) and with particular regard to Risk Management Health & Safety Information Governance Confidentiality Data Quality Freedom of Information Dignity at Work Safeguarding Vulnerable People Smoke-free Equal opportunities Being open: a duty to be candid
4.	You will be responsible for compliance with infection prevention and control policies, procedures and standards and associated mandatory training. You must practice and encourage appropriate hand hygiene and act professionally to ensure the hospital environment, and other Trust premises, are clean, safe and tidy.
5.	You must follow all Trust security policies and procedures and be vigilant to ensure a safe and secure environment for care
6.	The Trust is committed to carefully screening all staff working with vulnerable people. If this applies to this post, the appointment will be subject to a satisfactory Disclosure and Barring Service disclosure of the appropriate level
7.	You will be required to participate in the Trust's Appraisal process and associated development review If your role includes line management, you must ensure your direct reports participate in an annual appraisal and development review.
8.	You must remain compliant with mandatory training requirements applicable to the post. If your role includes line management, you must ensure your direct reports remain compliant as applicable to their roles.
9.	You will be responsible for data quality and complying with the policies, procedures and accountability arrangements relating to maintaining accuracy and probity in the recording of the Trust's activities.
10	You will be required to perform any other duties that may reasonably be required from time to time

The job description provides a general outline of the main duties and responsibilities of the role will be subject to review. In consultation with you, it may be amended to meet changes in the needs of the service and/or in your personal development requirements.

Person Specification

Contents set out below under Essential/Desirable will be assessed at the 'shortlisting' stage for applicants

Requirements	*Essential criteria*	*Desirable criteria*
Qualifications and Professional Registration	Foundation degree or professional qualification in communications, marketing, journalism, photography, graphic design or equivalent experience GCSE English or equivalent qualification	European Computer Driving Licence or equivalent qualification or experience
Experience and Skills	Experience of working in a communications or marketing team or related sector Experience of writing for websites and printed publications Experience of running social media accounts for a professional organisation A good knowledge of Microsoft Office software including Word and Excel Basic photography skills or willingness to learn Excellent communication skills Excellent writing skills Passion for marketing and communications Ability to work on own initiative Ability to prioritise workload Ability to work independently or as part of a team. Ability to maintain confidentiality at all times Willingness to learn Committed to developing professional skills	Previous experience of using Adobe Photoshop and/or InDesign Experience of using a content management system (CMS) to update websites and intranets Experience of working with journalists and responding to media enquiries Flexible approach to work hours
Values and Behaviours	Evidence ability to uphold the Trust's values **Compassion Excellence Collaboration.**	

Trust values and behaviour standard on next page

Our Values and Behaviours

Operational definition	Behaviours	What we expect to see	What we don't want to see
Compassion			
Recognises and responds to the needs of patients and colleagues	**Listen**	Pays attention to others and evaluates their inputs fairly. Allows adequate time to actively listen and reflect.	Dismissive of others or talks over them. Prejudges others.
		Responds appropriately in a compassionate, professional manner by having due regard for others.	Shows lack of respect while others are talking.
		Listens to others with good attention and an open mind.	Unapproachable and rude towards others.
	Care	Speaks politely and demonstrates genuine interest in people and their situation.	Indifferent to others' needs and feelings.
		Shows concern for self and others' safety and wellbeing. Proactively looks for each others' wellbeing. Treats team members equitably.	Blames others instead of doing anything helpful. Achieves personal goals without consideration for the needs/interests of colleagues or the wider organisation.
		Sensitively explores patients and colleagues concerns; enables an environment in which concerns can be raised.	Insensitive and judgemental towards patients and colleagues.
	Support	Works in an inclusive and approachable way. Treats people inclusively with kindness, courtesy and politeness; values individual differences.	Disrespectful and treats people inequitably. Excludes others and works in isolation; resists others' attempts at collaboration.
		Respects the needs of people and supports in an active manner.	Behaves in a biased and insensitive manner towards others.
		Promotes a collective culture by cooperating with patients and colleagues within and across teams and between different organisations; looks for solutions.	Actively disregards, unsupportive or unresponsive to patients, colleagues or other teams. Criticises colleagues in front of others.
Excellence			
Makes a difference with each small improvement and by being open to new ways of working	**Innovate**	Seeks new ideas/ solutions and shares them with colleagues.	Unreceptive to new ideas or change. Sees opportunities for improvement but does not raise them.
		Encourages and builds on new ideas and celebrates every small improvement. Welcomes inquisitive questioning and creativity.	Resists new ideas or sharing of good practices with others. Does not celebrate small gains.
		Encourages debate. Enables and empowers people to apply new approaches from inside and outside the team.	Discourages others from sharing ideas/solutions. Does not encourage debates around new ideas.
	Learn	Shows willingness to develop skills and abilities and seeks continual feedback.	Makes no attempt to be up to date with knowledge. Has a disengaged, disinterested attitude and disregards feedback.
		Shares and implements learnings with others in the team and beyond.	Does not share lessons learnt with colleagues and beyond.
		Proactively encourages and supports varied and inclusive training opportunities. Considers long-term development of staff.	Creates barriers to others developing their knowledge and skills.
	Deliver	Prioritises and organises work to deliver high standards of performance according to team and Trust priorities.	Delays tasks needlessly and does not deliver on agreed outcomes without good reason.
		Promotes Trust and team goals; highlights issues, challenges and risks to delivery. Supports colleagues, helps find solutions and reduces risks to enable delivery.	Disregards Trust and team goals and policies and does not follow through on commitments.
		Competently defines and manages tasks and takes accountability for updating on the progress of delivery. Identifies risks and early signs of potential problems and opportunities.	Unwilling to take accountability, review progress or update others.
Collaboration			
We achieve more together	**Communicate**	Ensures message are open, honest, inclusive and there is clarity of expectations. Proactively shares knowledge and information and keeps others informed in a timely fashion.	Inappropriately withholds information or uses inappropriate and unprofessional language.
		Encourages, listens and values all perspectives to enhance team approach. Shares information and keeps others informed as appropriate.	Does not listen and give people the information they need or disregards the information. Does not consider and integrate all perspectives.
		Includes others in decision-making and engages with others across the Trust and in the wider health system as appropriate.	Avoids seeking input. Disregards others' expertise.
	Respect	Treats people equitably, with respect and with dignity within the team and across the wider organisation.	Puts people or their ideas down or demonstrates incivility. Shows a lack of regard for consequences of their actions on others.
		Actively supports others in the way they would like to be supported or signposts to appropriate help.	Indifferent to others' needs and ignores people in distress or in need of help.
		Enables a culture where colleagues are comfortable to express their views. Provides encouragement, praise and recognition among colleagues.	Does not acknowledge or value others or their achievements.
	Courage	Actively encourages good practices, positive attitudes and behaviours; challenges discrimination. Dares to challenge assumptions and engage constructively in difficult conversations.	Passive or shows poor practices, negative attitudes and discriminatory behaviours.
		Responds to problems and willingness to solve issues. Takes ownership and accountability for tackling problems.	Keeps concerns to themselves and rejects feedback about others or their own behaviour.
		Provides a safe environment for patients and colleagues to speak up or to escalate concerns. Recognises and acknowledges limitations in situations.	Does not voice concerns or discourages others from escalating concerns; does not follow through on concerns raised.