

## JOB DESCRIPTION

- Job Title:** ➤ Communications officer
- Department:** ➤ Communications
- Contract:** ➤ 12 months fixed-term contract, full time
- Salary:** ➤ Up to £32,000 per annum plus generous benefits
- Reporting to:** ➤ Senior communications manager
- Direct Reports:** ➤ None
- Location:** ➤ Victoria, London (hybrid working with one to three days in the office each week)
- Website** ➤ [www.nhsproviders.org](http://www.nhsproviders.org)

### About NHS Providers

NHS Providers is the membership organisation for the NHS hospital, mental health, community and ambulance services that treat patients and service users in the NHS. We help those NHS foundation trusts and trusts to deliver high-quality, patient-focused care by enabling them to learn from each other, acting as their public voice and helping shape the system in which they operate.

NHS Providers has all trusts in England in voluntary membership, collectively accounting for £124bn of annual expenditure and employing 1.5 million people.

We are highly regarded for our effectiveness and impact. We are the 'go to' organisation for comment and debate on the issues facing public providers of NHS services, and we believe that the work we do makes a real difference to our members, their staff, and patients.

We are a busy, high performing team of around 100 staff, based in central London, although we are flexible and work in a hybrid format, with both office and homeworking.

Our values are at the centre of who we are, what we do, and how we behave:



## The Role

In this role, you will play a pivotal part in supporting the communications directorate across a range of disciplines for organisational outputs and initiatives. Your primary focus will be on showcasing our policy work through digital and traditional channels, helping to plan, create and execute effective, engaging and impactful communications activity. You will also support corporate and internal communications projects and outputs.

The role is busy and varied and you will work across the team's remit including, digital communications, social media, publishing, marketing, branding, member communications, and events. This is a great opportunity to work in a high-profile communications team for a major national organisation engaged in health policy and practice.

## Job Purpose

Communications are at the heart of NHS Providers' function and purpose. This means you will be joining a team which is plugged into every other facet of what the organisation is doing. Ultimately, you'll be part of the force that inspires, informs, and empowers NHS leaders, contributing to making a tangible and positive difference in the lives of many.

This role is crucial in improving how we communicate and connect with NHS leaders. Your main job is to promote our organisation's services, activities and benefits effectively. This means supporting and implementing detailed communications plans and delivering a range of outputs to targeted audiences.

We work hard together as a team in a spirit of respect and mutual support. We also firmly believe that work should be fulfilling and fun! Working closely with the wider communications directorate,

you'll help create engaging content that reinforces our brand and resonates with our audience. This role is all about infusing creativity and innovation into our communication strategies, ensuring we connect with our audience in ways that resonate deeply.

## Nature and Scope

The public profile and influence of NHS Providers has grown significantly over the last few years and our high performing communications team has played a key role in this. As we take forward this work, we are looking to recruit a communications officer to support the organisation's wide ranging outputs and raise awareness of the breadth of work we offer to members, including through our policy and corporate work.

## Accountabilities

In this role you will work with colleagues from across the directorate and the organisation. Your primary accountabilities and responsibilities will emerge from acting in a supporting role in the delivery of various outputs for projects and portfolio areas, as well as general support across the team.

## Main Duties

The main duties are as follows:

- Supporting the development and delivery of communication plans for areas of our work including policy outputs, corporate comms and internal comms.
- Working closely with teams across the organisation to develop, edit and proofread content for member briefings, reports, e-publications, newsletters, and other communications ensuring appropriate sign-off.
- Supporting on the production, quality control and placement of digital communications, advising on style, branding, content and analytics across our channels including the website, social media and newsletters.
- Developing and building your awareness, expertise and familiarity with key issues around our policy areas.
- Supporting the delivery of multi-faceted and creative campaigns to promote our communications outputs to our members, across digital platforms, email, and social media for a variety of audiences.

- Advising colleagues on and adhering to good practice on house style, branding, look and feel.
- Helping carry out robust analytics and evaluation processes so we can demonstrate the impact of our work to funding partners and members.
- Working closely with colleagues across the organisation to support the development of internal communications, campaigns, and activities.
- Building strong working relationships across the organisation.
- Working with the wider comms directorate to support when needed on a range of outputs including newsletters, website updates, social media activity and video editing.

## EXPERIENCE AND UNDERSTANDING

Experience of working in a busy communications environment is considered a pre-requisite. Above and beyond that, we would hope to see evidence of experience, understanding or skills in some (not necessarily all!) of the following.

## PERSON SPECIFICATION

Attributes	Essential criteria	Desirable criteria
Experience	<ul style="list-style-type: none"> <li>✓ Practical experience in communications roles.</li> <li>✓ Experience in developing and supporting communication plans for large-scale programmes of work, to ensure a steady flow of engaging and relevant content aligned with communications objectives and audience preferences.</li> <li>✓ Experience supporting the execution of campaigns across various channels.</li> <li>✓ Experience of using an email service provider/platform (for example Dotdigital or Mailchimp).</li> <li>✓ Experience publishing content using content management systems (CMS) like Umbraco or WordPress.</li> <li>✓ Experience using social media management platforms (like Hootsuite or Sprout Social) to publish content and monitor engagement/interactions (especially for X and LinkedIn).</li> <li>✓ Experience in drafting, proofreading, and editing copy for various communications materials, ensuring accuracy, clarity, and adherence to brand and style guidelines.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Experience using project planning tools such as Monday.com.</li> <li>✓ Experience of using the Adobe Suite, including Photoshop or Premier Pro.</li> <li>✓ Experience in using Canva for editing graphics/images for social media and email campaigns.</li> </ul>

<p>Knowledge</p>	<ul style="list-style-type: none"> <li>✓ Highly IT literate, showing a strong working knowledge of Microsoft 365 applications (Outlook, SharePoint, Word, PowerPoint, Excel).</li> <li>✓ Awareness of current trends and best practices in digital communications.</li> <li>✓ Understanding of branding and style principles and the ability to maintain brand consistency across all communications channels.</li> <li>✓ Understanding of storytelling principles and narrative techniques to create impactful and memorable content that resonates with the audience and drives desired actions.</li> <li>✓ Understanding of data privacy regulations (GDPR).</li> </ul>	<ul style="list-style-type: none"> <li>✓ Knowledge of the health sector is desirable not essential, but an interest in health and health policy is key.</li> <li>✓ Passion for learning and exploring new ideas, techniques, and approaches to communications, actively seeking out inspiration from diverse sources and disciplines to fuel creativity and innovation.</li> </ul>
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Skills	<ul style="list-style-type: none"> <li>✓ Exceptional content creation, and strong copywriting skills, matched with the ability to craft compelling and persuasive messaging across a variety of channels including website, email marketing, and social media posts.</li> <li>✓ Proficiency in using social media and email analytics tools to track the effectiveness of content and make data-driven improvements and enhancements.</li> <li>✓ Ability to adapt writing style and tone to suit different target audiences and communication channels, maintaining brand voice and tone consistently.</li> <li>✓ Good interpersonal skills with ability to build productive, professional working relationships with internal colleagues, stakeholders, and suppliers.</li> <li>✓ Ability to act on initiative, prioritise workload, work well under pressure and exercise good judgement; all in order to deliver project goals to deadlines.</li> <li>✓ Strong analytical and organisational skills with excellent attention to detail.</li> </ul>	
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*Job descriptions cannot be exhaustive and so the post-holder may be required to undertake other duties which are broadly in line with the above key responsibilities.*

*NHS Providers is committed to equality of opportunity and of eliminating discrimination. All employees are expected to adhere to the principles set out in its Equal Opportunities Policy and all other relevant guidance/practice frameworks.*

## Equality and diversity

We're working hard to ensure that we are diverse and inclusive in all we do. This runs from how we gather, author and share the thought leadership that the organisation puts out to how we engage with our members and the wider public. It includes how we recruit staff and procure partners and services, through to how we give people opportunities to develop, grow and advance their careers.

We are committed to the development of positive policies to promote equal opportunities in employment, regardless of age, disability, gender reassignment, race, religion or belief, sex, sexual orientation, marriage and civil partnership, pregnancy, and maternity. This commitment will apply to recruitment and selection practices, learning, and development and internal promotions.

## Place of work and hours

NHS Providers' office is located in Victoria, London. We are working in a hybrid format, where staff work between one and three days a week in the office.

NHS Providers is supportive of flexible working and will give reasonable consideration to requests for reduced hours/part time working, compressed hours, staggered hours (early start/late finish etc), annualised hours, and job sharing.

## Staff benefits and groups

We offer a wide range of benefits:

- 25 days holiday plus two additional days off at Christmas.
- Personal development training and memberships to professional bodies.
- Study leave, help another leave day, service-related leave and the potential to purchase up to five days extra off per year.
- Enhanced maternity and paternity leave pay.
- Season ticket loan for travel.
- Access to life insurance and dental plan.
- Enhanced pension scheme.
- Flu jabs.
- Eye test.
- Cycle to work scheme.
- Health and wellbeing initiatives.
- Access to the employee assistance programme, a confidential counselling service.



For more information, please contact HR by emailing [lydia.kirton@nhsproviders.org](mailto:lydia.kirton@nhsproviders.org).

We also run a number of staff groups to provide support and a safe space to discuss issues that matter to staff:

- The Race Equality and Cultural Inclusion group (RECI).
- Mental Health and Wellbeing group.
- LGBTQ+ group (Proud Providers).
- Disability Awareness group.

## How to apply

Please send a CV and covering letter setting out why you are interested in the role and how you meet the person specification to [recruitment@nhsproviders.org](mailto:recruitment@nhsproviders.org) by 12 noon, on Thursday 31 October 2024.

Interviews will take place in the **week commencing 18 November 2024**.

For an informal conversation about the role, please contact Natasha Dafesh, Senior Communications Manager, [natasha.dafesh@nhsproviders.org](mailto:natasha.dafesh@nhsproviders.org).