

JOB DESCRIPTION

- Job Title:** ➤ Media officer
- Department:** ➤ Communications
- Contract:** ➤ Permanent, part-time (mornings) – 0.5 whole time equivalent
- Salary:** ➤ £29,120 per annum (pro-rata) + generous benefits and £2,500 on call allowance
- Reporting to:** ➤ Media relations manager
- Direct Reports:** ➤ N/A
- Location:** ➤ Victoria, London (hybrid working with one to three days in the office each week)
- Website** ➤ 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 £115bn of annual expenditure and employing 1.4 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 key part in supporting the delivery of the media relations activities of NHS Providers. You'll be working with the senior media and communications officer, media relations manager and the head of media to support our busy press office. The media and communications officer will also help deliver our social media activities.

Job Purpose

Media and communications are at the heart of NHS Providers' function and purpose. This means you will be joining a team which is plugged into every facet of what the organisation is doing.

This is a significant opportunity for a talented individual to further their career at an organisation that has a strong profile within and beyond the health and care sector. The appointed individual will gain invaluable experience across all aspects of media activity.

Nature and Scope

The public profile and influence of NHS Providers has grown significantly over the last few years and our high performing media team has played a key role in this. As we take forward this work, we are looking to recruit a new media officer to support the organisation's wide media outputs and raise awareness of the key opportunities and challenges facing our members.

Main Duties

The main duties are as follows:

- Support the senior media and communications officer, the media relations manager, head of media and the director of communications to develop and deliver media relations strategies that promote our major projects, programmes, events and research activities.
- Help to deliver wider integrated communications strategies that promote our work (alongside the senior media and communications officer and other members of the communications team).
- Help in managing our press office, ensuring we respond effectively to media enquiries and that we have robust systems and processes.
- Support the media team in positioning NHS Providers as the 'turn to' organisation for commentary on provider and wider healthcare issues in key national and trade media, across broadcast, print and online channels. As part of this, help to ensure we regularly place articles by our spokespeople in key media outlets.
- Support the media team to manage our bank of media spokespeople across the organisation, including training.
- Play an important role in ensuring NHS Providers' media relations are well-regarded internally and externally and are effective proactively and reactively.
- Supporting the collection of a range of performance indicators and qualitative feedback that enables us to monitor and evaluate the impact of our media activities.
- Support the wider communications team in managing our social media channels, ensuring that we are regularly engaging with our target audiences (via X in particular).
- Support the production of our daily news bulletin for NHS trusts in our membership.
- Support and where necessary update the delivery of the media relations strategy
- Continue to build on NHS Providers' strong relationships with national print and broadcast and trade media outlets.

- Support the senior media and communications officer with proactive media monitoring so that staff at NHS Providers are kept updated on the latest news and other developments.
- Generate ideas to engage the media through social and digital media.
- With the senior media and communications officer build effective working relationships with press office and media functions across a range of stakeholder organisations operating in the health and care sector.
- Support and attend our network for communications directors and senior staff working in member trusts.

EXPERIENCE AND UNDERSTANDING

PERSON SPECIFICATION

Attributes	Essential criteria	Desirable criteria
Experience	<ul style="list-style-type: none"> ✓ Demonstrable experience of working in a busy press office or communications team. ✓ Experience in drafting, proofreading, and editing press releases, opinion pieces etc while ensuring accuracy, clarity, and adherence to brand and style guidelines. ✓ Good experience of working with the UK national, broadcast, online and preferably, health trade media. 	

<p>Knowledge</p>	<ul style="list-style-type: none"> ✓ Microsoft 365 applications (Outlook, SharePoint, Word, PowerPoint, Excel). ✓ Understanding of branding and style principles and the ability to maintain brand consistency across all communications channels. ✓ Understanding of data privacy regulations (GDPR). 	<ul style="list-style-type: none"> ✓ Experience/knowledge of the health sector is desirable not essential, but an interest in health and health policy is key. ✓ Knowledge of Canva for editing graphics/images for social media and email marketing campaigns. ✓ Knowledge of working with CRM databases is desirable. ✓ Proficiency in using social media and email marketing analytics tools to track the effectiveness of content and make data-driven improvements and enhancements
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Skills	<ul style="list-style-type: none"> ✓ Good writing, personal presentation and verbal communication skills ✓ Ability to work under pressure, to tight deadlines, and to prioritise workload ✓ Demonstrable ability for assisting in the delivery of media plans and experience of developing broader communications strategies that encompass media relations, social media, digital and other key communications disciplines. ✓ Ability to act on initiative and exercise good judgement and news sense and absorb, analyse and impart information across a range of formats and channels ✓ Ability to prioritise workload effectively, work under pressure to tight deadlines ✓ Excellent attention to detail and organisational skills. ✓ Ability to develop productive, professional working relationships with internal colleagues and external stakeholders 	
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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. Staff can apply to work permanently at home, and this will be considered on a case-by-case basis, taking into account individual circumstances, the nature of the role and operational needs.

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.

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.
- Mental health and wellbeing group.
- LGBTQ+ 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 by 12 noon, on Thursday 25 July 2024.

Interviews will take place in the **week commencing 05 August 2024**.

For an informal conversation about the role, please contact the HR inbox on HR@nhsproviders.org and we will redirect your query to a member of the team.