



DIGITAL ENGAGEMENT OFFICER

RECRUITMENT PACK



The Queen's Nursing Institute
1A Henrietta Place, London W1G 0LZ
020 7549 1400 / mail@qni.org.uk / www.qni.org.uk

Professor John Unsworth OBE, Chair; Dr Crystal Oldman CBE, Chief Executive
Charity number 213128 Founded in 1887

We believe in the best possible nursing for people at home and in the community; we work with nurses and decision-makers to make sure that good quality nursing is available at home for everyone when they need it.



WELCOME FROM THE CHIEF EXECUTIVE



Dear Applicant,

Thank you for your interest in the role of Digital Engagement Officer at The Queen's Nursing Institute (QNI).

The QNI is the oldest professional nursing charity in the world and is a leading voice for nurses working in the community. Our values of excellence, inclusivity, partnership, independence, advocacy, legacy and integrity underpin the charity's strategic plan 2021-25 which is included in the pack.

The community is where most people receive their care, with more than 90% of all clinical contacts taking place in a community setting. Healthcare providers – NHS and independent – are caring for more people than ever at home and in the community, avoiding unnecessary hospital admissions.

In recent years we have increased the range of activities we undertake, and the support we give to nurses to help them deliver excellent care in the community. Our work includes leadership development, nurse-led innovation projects, standards for nursing education and practice, and a growing number of specialist professional networks, such as our homeless and inclusion nursing network.

You would be joining the charity at a very exciting time. We are expanding our work with the 2500 Queen's Nurses who deliver care in England, Wales and Northern Ireland. We are also launching a new provision for community healthcare provider organisations and the post holder will help coordinate this exciting new work.

If you would like an informal discussion about the role, please do contact our Head of Communications, Matthew Bradby, who would be very glad to hear from you.

Dr Crystal Oldman CBE, Chief Executive

ABOUT THE QNI

The QNI is the independent voice of community nursing in England, Wales and Northern Ireland, striving to influence health and care policy and supporting the nursing workforce, to ensure that people are provided with the best possible nursing care in their homes and communities, whenever and wherever that care is needed.

MISSION

The QNI is dedicated to improving the nursing care of people in the home and the community. We promote excellent nursing care for everyone, where and when they need it, provided by nurses and their teams with specific skills and knowledge.

VALUES

Excellence: in nursing, supported by innovation and evidence.

Inclusivity: promoting and valuing equality and diversity in all that we do.

Partnership: with people, organisations and policy makers, ensuring individuals, families, carers and communities are at the heart of all we do.

Independence: using data and intelligence to provide an independent voice.

Advocacy: championing the unique contribution of all community nurses.

Legacy: cherishing our history whilst supporting innovation and new ways of working.

Integrity: living our values and challenging inequalities.

STRATEGIC PRIORITIES/GOALS

Influence

1. **Policy Influence and Development:** to improve the health and wellbeing of individuals, carers, families and communities by influencing local, national and international policy, including through the use of the nurse's voice.

2. **Data and Evidence:** to provide independent intelligence about nursing in the community and primary care that is relevant and needed.

Quality

3. **Innovation and Quality Improvement:** to improve nursing practice in the community through developing, testing and evaluating innovative approaches to care.

4. **Standards:** to set national standards for nurse education and practice in community settings, which are recognised across the profession, educators and service providers.

Voice

5. **Role models and Leaders:** to develop, promote and support excellent and diverse nursing leaders and role models and to empower nurses to raise their voice and articulate their value.

6. **Support for Nurses:** to support the wellbeing of all community nurses, whether working or not, by listening and responding to their personal and professional needs.



OUTCOMES

Influence

The QNI is the organisation that is called upon to contribute to national policy development and implementation when shaping nursing services in the context of a wider health and social care system.

Quality

Evidence from the QNI regarding quality improvement and standards is used to inform policy, research, practice and education and is recognised at all levels in the system.

Voice

A diverse community of Queen's Nurses and others in the QNI networks successfully lead innovation and change, challenge inequalities and make a positive difference to the care of individuals, carers, families and communities.



JOB DESCRIPTION

- POST TITLE:** Digital Engagement Officer
- CONTRACT:** Permanent
- RESPONSIBLE TO:** Head of Communications
- WORKING WITH:** Head of Communications + Publications Manager
- HOURS/SALARY:** 35 hours full time, flexible working, £33,000 per annum
- BASE:** QNI Office, 1A Henrietta Place, London W1G 0LZ + working from home

The post holder will be a key contributor to the QNI’s digital content and support the QNI’s digital infrastructure including websites, social media, financial administration and Customer Relationship Management system. This is an exciting role which will allow someone with creativity and precision to grow and demonstrate their potential, within a supportive and friendly team environment.

Working within the Communications Team, and closely with other teams, the main areas of the role are described below. All job roles in the QNI change and develop over time as the organisation continues to grow.

Digital Strategy and CRM

To serve as a champion for digital systems within the organisation, ensuring digital processes create a more efficient and comfortable work environment, supporting the goals of our various teams.

To act as a system administrator for the QNI’s new CRM database, ensuring data integrity and management and supervision of the system. This includes an element of managing the transition from the old database, working with external partners.

To help develop the CRM database to ensure that the QNI obtains maximum benefit from the software, liaising with key stakeholders to help implement new features.

To keep up to date with the changing digital landscape, identifying opportunities to learn from innovations or best practice examples.

Websites

To add new content to the QNI’s websites and digital platforms, using Wordpress and other content management systems as needed.

Help ensure the QNI’s websites are functioning effectively, reporting any bugs that may arise and be a key point of contact for external web developers.

To help ensure effective integration of third-party platforms with QNI websites, as well as keeping up to date with new functionality, for example AI platforms. Use data to understand how users behave online, helping to improve online experiences of website users.

Using Google Analytics, to support and advise other senior colleagues with digital data reporting and analytics in order to develop organisational insight.

Digital Communications

To contribute to marketing and communications campaigns that support the objectives set out in the QNI's Strategic Plan, working with colleagues to produce email marketing updates to our network members.

To help manage QNI social media channels, including MailChimp, Twitter/X, Facebook, LinkedIn, and Instagram. Develop and grow subscribers to the QNI's digital channels, particularly social media and email marketing.

To ensure the QNI brand and style guidelines are applied consistently across the organisation's digital channels and platforms, and also ensure we are compliant with legislation such as GDPR, security and privacy controls.

To explore options for using new digital and social media and create internet-ready content including video, audio and imagery.

To provide reports for colleagues on digital media engagement, including social media analytics and mentions, Google analytics, email response rates, etc.

Fundraising, Finance, Media

Working with the team, ensure that the online donations system, QNI online shop, and other fundraising platforms are maintained effectively, working with the Head of Finance with financial administration as required.

Be a contact for the QNI press office if needed, and liaise with key stakeholders such as the National Garden Scheme.

General

To be an active and supportive member of the QNI staff team and contribute to other activities such as external events, conferences and exhibitions.

To adhere to health and safety regulations, and QNI organisational policies; and be committed to the principles and practice of equal opportunities.

Some work outside normal office hours may be required. No overtime is payable but time off in lieu may be taken by agreement with the Head of Communications.

OUR BENEFITS

Supportive Team

We are committed to living our values of excellence, inclusivity, partnership, independence, advocacy, legacy and integrity. Many of us have been at the QNI for a long time and part of that is the value we place on being part of a team, both celebrating achievements but also supporting individuals through tougher times. At the core to this are our values which we believe come from our roots of having set up the first District Nurses in Liverpool 137 years and now live on in all nurses working in community. We believe one of the biggest reasons you would want to join us is the experience of working as part of our team.

Holiday

Full time staff are entitled to 25 days paid holiday. In addition, the QNI will be closed between Christmas and New Year, affording staff an additional 4 days' leave. In addition to the annual entitlement, staff are eligible for paid leave for all statutory and public holidays.

Workplace Pensions

The QNI has a generous workplace contribution scheme set at two levels. On the basis of a contribution by the employee of 3% it will make 6% contribution, similarly on a basis of a 5% contribution it will make a contribution of 10%.

Hybrid Working

While formally the place of work for our employees is our office at 1A Henrietta Place, London W1G 0LZ, we do hybrid working. This means that full-time employees are expected to be in the office one day every two weeks for their team.

Team Away Days

We gather as a full team at least four times a year. This is an important part of our work to celebrate the work we have done, an opportunity to knowledge share and input into future plans together.

Season Ticket Loan

We provide an interest-free season ticket loan.

APPLICATION PROCESS

We welcome applications from candidates who can demonstrate the skills and competencies to undertake the work. As a charity that values and celebrates patients and a diverse workforce of nurses, we are keen to receive applications from people who have experienced disadvantage and from those who are of Black, Asian and Minority Ethnic communities.

The deadline for applications is **Friday 19 July at 5pm**. The method of application is via the application form in the job pack. Please email your application to christine.widdowson@qni.org.uk.

If you wish to speak the Head of Communications about the role, please email matthew.bradby@qni.org.uk.

Interviews will take place on **Wednesday 31 July 2024**.