

JOB DESCRIPTION

Job Title:	Marketing & Communications Manager
Department:	Kingston Hospital Charity
Reports to:	Director
Liases with:	Charity team, NHS trust's communications team; senior leadership team; NHS trust clinical colleagues; grant recipients.
Band:	7

Job Summary

This is an exciting opportunity to apply your marketing and communications skills to develop Kingston Hospital Charity's (KHC) profile across the hospital site and in the community, grow our supporter base, help develop a positive supporter journey and increase funds, as we support Kingston Hospital to be the best it can be for patients, families and staff.

Working closely with KHC's Director, the post holder will build the charity's profile across traditional and digital communications, targeting our stakeholders with compelling stories and consistent messages. He/ she will increase engagement with hospital staff, patients, supporters and the wider community, building greater awareness of our fundraising and the impact charitable support is having on patient care.

Trust Culture and Values

The trust has defined its culture as one that is patient centred which puts safety first and where all staff take responsibility, are valued and value each other. To support this our five values are that we are all:-

Caring – we design and deliver care around each individual patient's needs and wants

Safe – we make the safety of patients and staff our prime concern (safety comes first)

Responsible – all staff take responsibility for the hospital, its services and reputation

Value each other – we all value each other's contribution

Inspiring – we always strive to empower each other to develop and deliver improvements to benefit our patients.

Our training, policies, procedures, and practices are all intended to support behaviours in line with our values and all staff are expected to uphold these by 'Living Our Values Everyday'.

IJES No: 95724

Job Title: Marketing & Communications Manager

Date: 27 August 2024

Acting Chairman: Phil Hall

Chief Executive: Jo Farrar



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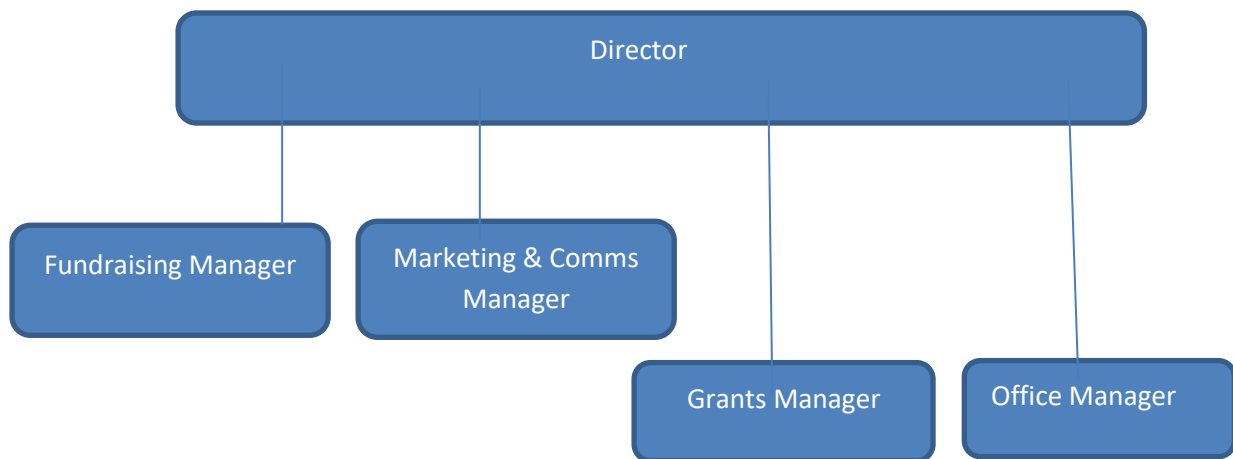
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Department Philosophy

Kingston Hospital Charity is committed to enhancing the quality of care and the experience of everyone who comes to Kingston Hospital or uses the services it provides across our community. We want our local NHS to be the best it can be for patients, families and staff by creating top-quality facilities, driving innovation and research, and enhancing patient and staff wellbeing. We also recognise that everything we achieve is thanks to our supporters.

Kingston Hospital Charity was relaunched at the end of 2017 growing its annual income from around £350k to £2m plus, as it works with Kingston Hospital to deliver a range of major projects, while growing its grants programme.

Department Structure Chart



Key Responsibilities:

Specifically, he/ she will:

- Lead and manage Kingston Hospital Charity's marketing and communications activities including press/ media, design/ print, digital communications and budget management
- Develop and implement communications & marketing campaigns to support fundraising appeals, projects and events
- Increase awareness of Kingston Hospital Charity across the NHS trust and local community, engaging stakeholders and growing our supporter base

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- Oversee the creation of materials to optimise fundraising support and those that showcase KHC's impact, including: direct mail and electronic appeals, newsletters, fundraising leaflets, legacy promotional materials and case studies that bring to life the work we do
- Oversee KHC's website to ensure its up to date, while developing a strong and positive social media presence
- Work with KHC colleagues to nurture supporters creating a positive donor journey, while communicating consistently the different options for giving
- Take overall responsibility for KHC's brand and visual identity, while ensuring consistent use of language across all communications
- Report on and analyse the effectiveness of marketing and communications
- Work closely with the NHS trust's communications team to agree plans and look for opportunities to work together to maximise impact
- Represent Kingston Hospital Charity appropriately (both internally and externally) at functions and events
- Identify own training and development needs and undertake appropriate training/ education as required
- Participate in an annual individual performance review process where objectives will be agreed, performance monitored and personal development needs discussed
- To attend all statutory and mandatory training as and when required to do so
- Act responsibly in respect of colleague's health, safety and welfare following safe work practices and complying with the trust's Health and Safety Policies
- Adhere to all trust policies as applicable

Note: This job description is not intended to limit the scope and extent of the job to be undertaken and will be subject to review and alteration as necessary, following discussion with the post holder.

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Health Clearance

Health clearance is required for this appointment. Applicants must complete a medical questionnaire, return it to the Occupational Health and Wellbeing Service and, if required, undergo a medical examination before appointment.

Disclosure and Barring Service (DBS)

A DBS will be required before appointment for all posts with access to children or vulnerable adults.

Confidentiality and Disclosure of Information

In the course of your normal work with the trust you will come into possession of confidential information concerning patients, the Trust and its staff. This information should always be treated according to the trust's rules on confidentiality. Any inappropriate disclosure may be subject to the trust's disciplinary procedures.

Raising concerns

Staff may on occasion have genuine concerns about healthcare matters and consequently the trust endorses the principle that these must be raised in a responsible and appropriate manner, and if necessary using the trust's 'Raising Concerns (Whistleblowing)' policy.

Data Quality/Security

The post holder is responsible for ensuring that he/she maintains the integrity and quality of both computerised and manual data.

Acceptance of Gifts and Hospitality

The conduct of staff in the public service should be scrupulously impartial and honest and in this context any offers of gifts or hospitality should be discussed with your manager, prior to acceptance.

Codes of conduct and professional standards

All staff should adhere to any codes of conduct or professional standards set by the regulatory bodies with whom they are registered or by professional bodies of which they are a member. Managers should observe the Code of Conduct for NHS Managers.

Risk (managerial and supervisory staff only)

Managers are responsible for implementing and monitoring any identified and appropriate risk management control measures within their designated area(s) and scope of responsibility. Full details are set out in the trust's Risk Management Policy.

Health and Safety

All staff are advised that, under the Health and Safety at Work Act 1974 and associated legislation, it is the duty of every employee to take reasonable care for their own health and safety and that of other people who may be affected by their activities at work, and also to co-operate fully with the trust and others in connection with any arrangements to satisfy the

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statutory duties and responsibilities under the Act, including undertaking appropriate mandatory and health and safety training.

Infection Control

All staff must at all times be aware of their responsibilities for ensuring infection control and to maintain hygiene standards in accordance with infection control policies and instructions.

Personal Property

The trust is unable to accept responsibility for articles of personal property lost or damaged on its premises whether by burglary, fire, theft or otherwise and staff are advised to insure against all risks.

Equal Opportunities

Equality of opportunity is an integral part of the trust's recruitment and selection process and recruiting managers must ensure that they comply fully with the trust's Equality & Diversity Policy. The trust aims to ensure equality of opportunity for all irrespective of race, disability, sex, gender reassignment, sexual orientation, age, marriage and civil partnership, pregnancy and maternity and religion, or belief.

No Smoking

Smoking by staff, patients and visitors, will not be permitted anywhere on trust premises.

Security

Staff must wear their identity badge at all times to assist in maintaining the security of the hospital; be observant, and not afraid to enquire of people as to their business in the hospital. Any suspicious behaviour must be reported to the security officer, manager, or security team.

Safeguarding children and vulnerable adults

Kingston Hospital NHS Foundation Trust is committed to safeguarding children and vulnerable adults at risk of abuse. If the post is one that involves access to children and vulnerable adults during the course of their normal duties, an enhanced DBS check will be required. All employees have a 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.

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PERSON SPECIFICATION

This is a specification of the qualifications, experience, skills, knowledge and abilities that are required to effectively carry out the responsibilities of the post, as outlined in the job description and forms the basis for selecting a candidate.

POST: Marketing & Communications Manager

REQUIREMENTS		Please tick as appropriate		How Tested
		Essential	Desirable	
Education/Qualifications				
1.	Undergraduate degree or equivalent level of experience in a relevant subject.	✓		A
2.	Masters degree or equivalent level of experience in a relevant subject.	✓		A
Experience				
1.	Proven track record in marketing & communications across multiple channels	✓		A/I
2.	Experience of producing impactful communications & campaigns	✓		A/I
3.	Experience in digital marketing, including website management & social media	✓		A/I
4.	Previous experience within the charity sector		✓	A/I
5.	Experience of monitoring & managing budgets	✓		A/I
Skills /Abilities				
1.	Ability to write compelling communications in a variety of formats	✓		A/I
2.	Excellent interpersonal skills with the ability to communicate with a range of audiences.	✓		A/I

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3.	Strong organisational & IT skills	✓		A/I
4	High levels of accuracy & attention to detail	✓		A/I
5.	Ability to engage positively and constructively with people at all levels	✓		A/I
Knowledge				
1.	Understanding of how to report on the impact of marketing & communications activities	✓		A/I
2.	An understanding of the UK healthcare sector relevant to the role.		✓	A/I
Other				
1.	Willing and able to occasionally work outside of normal hours.	✓		A/I
2.	Prepared to get involved in all aspects of the charity's operations, as required.	✓		A/I

A = Application Form | I = Interview | T = Test

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