

JOB DESCRIPTION

- Job Title:** ✓ Senior communications officer
- Department:** ✓ Communications
- Contract:** ✓ Permanent, full time
- Salary:** ✓ Up to £41,000 + 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

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 and corporate work through digital and traditional channels, helping to plan, create and execute effective, engaging and impactful communications activity.

A substantial part of the role will entail working across a number of key policy areas. You will take responsibility for providing strategic and operational communications guidance to colleagues in support of their projects, leading on communications plans and project managing the production of reports, briefings, emails, social media and other 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, media relations, 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 and marketing 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 creating 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 work should be fulfilling and fun! Working closely with the wider communications team, 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 new senior communications officer to support the organisation's wide-ranging work, particularly focusing on policy and corporate areas, while also raising awareness of the breadth of outputs we offer to members.

Main duties

The main duties are as follows:

- Lead on communications activity for corporate projects and policy areas of work.
- Shape the strategic communications for your areas of responsibility, to give them appropriate visibility and support. This will require you to develop your awareness, expertise and familiarity with key issues around these areas, so you can plan and think strategically.
- Develop and deliver multi-faceted and creative campaigns to bring your policy areas to life, particularly across digital platforms, for a variety of audiences.
- Based on evidence and best practice, suggest and create content across a range of channels and outputs including reports, briefings, digital publications, blogs, emails and social media.
- Work closely with internal colleagues in project teams to oversee the development of communications plans for the delivery of reports, briefings and other activities.
- Write and proof copy for member briefings, newsletters, and communications ensuring appropriate sign-off and adherence to house style.
- Create content for and support colleagues on using our email marketing platform (Dotdigital) and content management system (Umbraco).
- Undertake analytics and evaluation for your areas of work to ensure outputs across channels are being measured.
- Work with the senior communications manager to deliver all communications aspects of corporate projects (such as the annual report) including creating timelines, coordinating content, proofreading copy and gaining appropriate sign-off.

- Champion our house style and tone of voice.
- On occasion, work with the senior communications manager and other senior communications officer on internal communications as required.

Experience and understanding

PERSON SPECIFICATION

Attributes	Essential criteria	Desirable criteria
Experience	<ul style="list-style-type: none"> ✓ Experience in successfully creating and delivering on communications plans for high-profile projects, ensuring a steady flow of engaging and relevant content, aligned with the communication objectives. ✓ Demonstrable experience of working well in multi-disciplined/cross-functional communications teams. ✓ Experience in drafting, proofreading and editing copy for various communications materials, ensuring accuracy, clarity, and adherence to brand and style guidelines, while always paying attention to the intended audience. ✓ Experience of digital communications, including publishing website content using a content management system (CMS) like Umbraco or WordPress, and social media management platforms (like Hootsuite or Sprout Social) particularly to publish and monitor engagement/interactions for X and LinkedIn. ✓ Experience of using an email service provider/platform (for example Dotdigital). ✓ Experience of working collaboratively in a project team with colleagues at various levels across an organisation and providing advice on communications best practice. 	<ul style="list-style-type: none"> ✓ Experience using project planning tools such as Monday.com. ✓ Experience in using Canva for editing graphics/images for social media and email campaigns. ✓ Experience of using the Adobe Suite, including Photoshop or Premier Pro.

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Knowledge</p>	<ul style="list-style-type: none"> ✓ Highly IT literate, showing a strong working knowledge of Microsoft 365 applications (Outlook, SharePoint, Word, PowerPoint, Excel). ✓ Awareness of current trends and best practices in digital communications. ✓ Understanding of branding and style principles and the ability to maintain brand consistency across all communications channels. ✓ Understanding of storytelling principles and narrative techniques to create impactful and memorable content that resonates with the audience and drives desired actions. ✓ Understanding of data privacy regulations (GDPR). 	<ul style="list-style-type: none"> ✓ Knowledge of the health sector is desirable not essential, but an interest in health and health policy is key. ✓ Passion for learning and exploring industry trends, new ideas and techniques, emerging technologies and approaches to communications, actively seeking out inspiration from diverse sources and disciplines to fuel creativity and innovation, helping to refine our approaches and stay ahead of the curve.
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Skills	<ul style="list-style-type: none"> ✓ 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. ✓ Proficiency in using social media and email analytics tools to track the effectiveness of content and make data-driven improvements and enhancements. ✓ Good interpersonal skills with ability to build productive, professional working relationships with internal colleagues, stakeholders, and suppliers. ✓ Strong analytical and organisational skills with excellent attention to detail. ✓ Ability to think strategically, act on initiative, prioritise workload, work well under pressure and exercise good judgement; all in order to deliver project goals to deadlines. 	
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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.

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 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 Friday 16 August.

Interviews will take place in the **week commencing Tuesday 27 August**.

For an informal conversation about the role, please contact Natasha Dafesh.