

## JOB DESCRIPTION

<b>JOB TITLE:</b>	<b>COMMUNICATIONS OFFICER (PUBLICATIONS)</b>
<b>BAND:</b>	4
<b>LOCATION:</b>	Sentinel House, Poole
<b>ACCOUNTABLE TO:</b>	Director of Organisational Development, Participation & Corporate Affairs
<b>LINE MANAGER:</b>	Communications Manager
<b>KEY RELATIONSHIPS:</b>	All levels of staff Patients, service users, their families and carers Internal stakeholders such as governors Key external stakeholders such as CCGs, voluntary sector organisations, local authorities, FT members Local and national media External partners such as agencies, printers
<b>HOURS OF WORK:</b>	This is a full time post. The post holder may be required to work flexibly to meet the needs of the service.
<b>JOB PURPOSE:</b>	Provide effective, efficient and ongoing support to the Communications Manager, specifically in the following areas: <ul style="list-style-type: none"><li>• Producing clear, accessible, understandable patient information and administering the approval process for it</li><li>• Helping design and produce newsletters, posters and other publications using the corporate brand</li><li>• Maintaining Trust website pages and intranet pages</li><li>• Helping produce digital communications materials like video</li><li>• Supporting the wider directorate in a range of communications and engagement activity</li></ul>

## **MAIN DUTIES AND RESPONSIBILITIES:**

### **Design**

- Apply the Trust's visual identity and brand in all communications work.
- Support client services to develop a clear brief for work required, keeping them informed of progress and providing good customer service at all times.
- Help produce clear, accessible, understandable patient information working with relevant services and subject matter experts.
- Administer the process for approving and reviewing patient information to ensure it is up to date and meets patient needs and legal requirements.
- Liaise with external agencies or suppliers as appropriate, for example printers and other production companies, ensuring the work produced meets required standards, guidance and quality.
- Support on integrated communications campaigns, working closely with directorate colleagues and other services.
- Maintain up-to-date knowledge and skills in systems and processes used in the design and print industry

### **Communications**

- Contribute to, understand, promote and actively use the Trust's core narrative and brand in all communications work.
- Publish content on a range of platforms and channels, digital and traditional using appropriate systems, including web content management, email and e-newsletter systems and using own judgement to select appropriate channels and content.
- Maintain a good working knowledge of techniques and processes used in communications industry, with a particular focus on and drive towards digital solutions.
- Help proof read and edit others' content to ensure accuracy, readability and quality.
- Help provide a communications service for the Trust, supporting staff across the Trust to communicate their work effectively.
- Help manage interactions with the media and maintain reputation and trust
- Contribute and work to the communications forward plan.
- Support the wider directorate in a range of communications, engagement and participation activity as required including events management and support.

### **Finance/resources**

- Order materials, printing, equipment as appropriate ensuring all spend is appropriately authorised
- Help ensure that directorate equipment such as camera, video camera etc is looked after, maintained and correctly/securely stored.

### **Research and development**

- Carry out surveys and reviews and analyse the results, presenting them in an engaging way for a range of audiences.

### **Policy and service development**

- Contribute to the development of communications-related policies and strategies etc and keep up to date with requirements in own role.
- Promote and champion these strategies across the Trust and with colleagues in all services.
- Work effectively with partner agencies to ensure a collaborative and consistent approach to communications.

### **Information and data**

- Help maintain an effective catalogue of images and videos for use across the Trust's communications channels

- Help the communications manager to monitor the performance of team and directorate, providing accurate information to required deadlines on own areas of work.

### **Relationships**

- Build collaborative and positive relationships at all levels of the Trust as well as with stakeholders, suppliers, partners, media, patients and the public.

### **Environmental**

- May be required to process distressing information relating to service users or patients and to communicate confidential and sensitive information on patients and policy issues.
- Will be required to concentrate for sustained periods, generally in an office environment using a PC.
- May be required to transport display and other equipment in their own vehicle

## **SECTION B: TERMS AND CONDITIONS OF SERVICE**

1. Dorset HealthCare has a range of clinical, operational, financial, health & safety, risk management, human resource, equality & diversity and other policies, procedures and guidance, copies of which can be found on the Trust Intranet or obtained from the line manager or Human Resources Department. The post holder is expected to be aware of all policies, procedures and guidance which applies to them and to observe their provisions at all times.
2. Employment in this post is subject to a Disclosure & Barring Service criminal records Disclosure. The post holder may be required to undertake a Disclosure application at any time during employment.
3. Staff are not permitted to smoke on Dorset HealthCare premises, either inside or outside, or inside Trust vehicles.
4. Staff are expected to undertake all mandatory training and refresher training appropriate to their role. This may include preventative management of violence and aggression (PMVA) and/or breakaway techniques, and cardio-pulmonary resuscitation (CPR). If in doubt as to which mandatory training applies to this post, advice should be sought from the line manager.
5. All staff who are required to handle food and drink other than for their own consumption must comply with the Food Safety and Hygiene (England) Regulations 2013.
6. Dorset HealthCare is committed to promoting the welfare of children and vulnerable adults. Staff are expected to be aware of, and comply, with their roles and responsibilities in relation to safeguarding vulnerable groups.
7. Staff are expected to observe the highest standards of care and conduct and to engage constructively with managers, colleagues, patients/service users/carers and others in the course of their duties.

## **SECTION C: CORE ATTRIBUTES AND BEHAVIOURS**

Staff are expected to adhere to and demonstrate Dorset HealthCare's Core values and behaviours at all times.

### **Values**

Our values underpin all that we do and provide a sense of direction to people, teams and the

Trust overall.

1. **Respect and dignity**

We value each person as an individual, respect their aspirations and commitments in life, and seek to understand their priorities, needs, abilities and limits. We take what others have to say seriously. We are honest about our point of view and what we can and cannot do.

2. **Commitment to quality of care**

We earn the trust placed in us by insisting on quality and striving to get the basics right every time: safety, confidentiality, professional and managerial integrity, accountability, dependable service and good communication. We welcome feedback, learn from our mistakes and build on our successes.

3. **Compassion and kindness**

We respond with humanity and kindness to each person's pain, distress, anxiety or need. We search for the things we can do, however small, to give comfort and relieve suffering. We find time for those we serve and work alongside. We do not wait to be asked, because we care.

4. **Improving lives**

We strive to improve health and wellbeing and people's experiences of the NHS. We value excellence and professionalism wherever we find it – in the everyday things that make people's lives better as much as in clinical practice, service improvements and innovation.

5. **Working together for patients**

We put patients first in everything we do, by reaching out to staff, patients, carers, families, communities, and professionals outside the NHS. We put the needs of patients and communities before organisational boundaries.

6. **Everyone counts**

We use our resources for the benefit of the whole community and make sure nobody is excluded or left behind. We accept that some people need more help, that difficult decisions have to be taken – and that when we waste resources we waste others' opportunities. We recognise that we all have a part to play in making ourselves and our communities healthier.

## **Behaviours**

Our behaviours provide a guide to how we can bring our values to life and constantly remind us that how we do things is as important as what we do and achieve.

7. **Positive**

Embracing change and feedback, utilising constructive feedback to make improvements and promoting achievements of the Trust and others.

8. **Proactive**

Challenging unacceptable behaviour, showcasing learning and innovation, actively encouraging ideas and involvement from others.

9. **Supportive**

Being attentive, encouraging and helping others, giving and receiving feedback to enable people, teams and services to develop.

10. **Respectful**

Empowering people to voice their opinion, introducing yourself and ensuring language

is professional and inclusive.

11. **Reliable and trustworthy**

Being open and transparent, acknowledging errors, being honest about limitations and not over-promising.

**SECTION D: CHANGES**

This document represents a description of the job, and the skills, knowledge, experience and attributes required, at the date of issue.

Dorset HealthCare will periodically review this job description and person specification to ensure that it continues to meet service needs and will involve the post holder/s in the review process with the aim of reaching agreement on any reasonable changes which may be required. In the event that agreement is not achieved, Dorset HealthCare reserves the right to insist on reasonable changes following consultation with the post holder.

**PERSON SPECIFICATION**  
**Communications Officer (Publications)**  
**Band 4**

**Organisational Development, Participation and Corporate Affairs**

<b>1. Knowledge, skills and training</b>		<b>Essential</b>	<b>Desirable</b>	<b>Assessment method</b>
1.1	Knowledge of a range of office admin, media, communications and PR and publication procedures acquired through experience and training to diploma level equivalent	Yes		Application & interview
1.2	Understanding of the importance of corporate communications, confidentiality	Yes		Interview
1.3	Knowledge of graphic design and experience of laying out standard leaflets and posters	Yes		Application Interview
<b>2. Job specific experience</b>		<b>Essential</b>	<b>Desirable</b>	<b>Assessment method</b>
2.1	Experience of working in a public relations or communications team or related profession	Yes		Application & interview
2.2	Experience of working with publications and managing amendments where the message is constantly changing	Yes		Application & interview
2.3	Experience of working with customers and maintaining positive relationships	Yes		Application & interview
<b>3. Finance &amp; Resources</b>		<b>Essential</b>	<b>Desirable</b>	<b>Assessment method</b>
3.1	Experience of safe use of expensive digital equipment such as cameras	Yes		Application & interview
3.2	Understanding of the procurement process. Experience of ordering printing, publications.		Yes	Application & interview
<b>5. Information Technology</b>		<b>Essential</b>	<b>Desirable</b>	<b>Assessment method</b>

5.1	Demonstrable experience of using word processing , spreadsheet, database and or presentation software to RSA II/III or equivalent standard	Yes		Application & certification
5.2	Knowledge of Adobe design suite		Yes	Application
<b>6. Personal qualities/attributes</b>		<b>Essential</b>	<b>Desirable</b>	<b>Assessment method</b>
6.1	Excellent communication skills, both verbal and written skills.	Yes		Interview
6.2	Excellent organisational skills with a strong attention to detail, the ability to prioritise workload and manage multiple priorities and demanding deadlines.	Yes		Interview
6.3	Ability to communicate with colleagues at all levels, providing and receiving sensitive information with a knowledge of barriers to understanding	Yes		Interview
6.4	Ability to work flexibly when required	Yes		Interview
<b>7. Business travel</b>		<b>Essential</b>	<b>Desirable</b>	<b>Assessment method</b>
7.1	Subject to the provisions of the Equality Act (2010) able to travel using own vehicle on Trust business.	Level 2		

Level 3 (Desirable) non- car users who may exceptionally be required to travel on Trust business where such journeys could also be reasonably be made by public transport.