



Post: Communications Officer

Salary: £23,158.00 - £30,212.00

Hours: Full time 37.5 hours per week Monday – Friday

Some out of hours work including evenings and weekends may be required.

Contract: 12 month Fixed Term Contract with the potential to be made permanent in the future.

Ashgate Hospicecare is an independent registered charity that provides specialist care and support for adults and their families in North Derbyshire.

We care for thousands of patients and their loved ones every year, whether in the hospice at Old Brampton, Chesterfield, out in community hubs or in patients' own homes. We have a unique role in North Derbyshire where we are at the heart of the local community. You will be joining the Marketing and Communications Team at Ashgate Hospicecare at a busy time as our clinical and nursing teams are caring for end of life patients, including patients with COVID-19.

We are a forward-looking hospice that is preparing and planning how to meet patient needs in the future as people live longer with more complex needs.

We're passionate about all our people which is why nearly 90% of our staff and volunteers would recommend us as a place to work. As Communications Officer, you will also have a wide range of training and development available to support your own personal, professional development, opening doors to new career pathways.

COMMUNICATIONS OFFICER

In this vital role you will provide media relations, internal communications, case study and content support for Ashgate Hospicecare. Reporting to the Public Relations Manager you will help tell Ashgate's story internally and externally, helping us build effective working relationships with key target audiences including the media.

You will help tell the story of how we are constantly innovating and improving in the quality of the care we provide and working to make compassionate end of life care accessible to all.

You will report to the Public Relations Manager and be part of the Marketing and Communications Team, supporting and working closely with teams across the wider hospice.

For an informal discussion about the post, please contact Helen Furnivall on 07921 021326 or helen.furnivall@ashgatehospicecare.org.uk.

Any candidate who identifies themselves as disabled, will be short listed if they meet the essential criteria for the role. Essential criteria can be found in the Job Description & Person Specification for the role.

To apply, please download an application form and equal opportunities monitoring form from our website – <http://www.ashgatehospicecare.org.uk/jobs> or contact our HR office at hr@ashgatehospicecare.org.uk.

If you are shortlisted for interview, you will usually receive an invitation a minimum of 48 hours before the day of the interview. If you have received no response within two weeks of the closing date, your application will have been unsuccessful on this occasion.

Registered Charity No: 700636

Closing date: 18th September
Interview date: 25th September





Job Description

1. Job Title: Communications Officer

Reports to: Public Relations Manager

Accountable to: Head of Marketing and Communications

Salary: Band 5

Hours: 37.5 per week

Date: September 2020

2. Job Summary

This role will be responsible for providing media relations, internal communications, case study and content support for Ashgate Hospicecare.

Execution

Making sure media relations and internal communications activity and all messaging is aligned to the overall communications strategy and that Ashgate is reaching its key target audiences.

•Quality assurance

Ensure all press releases, case studies, media statements, internal briefings and case studies are accurate and are of the highest standard supporting the strategic priorities of Ashgate Hospicecare.

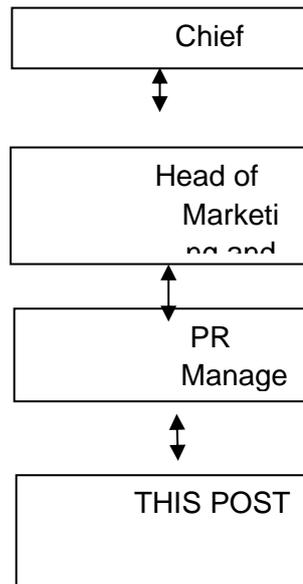
•Team membership

Ensure good working relationships between your own team and colleagues, partners, media contacts and suppliers. Sharing the insights and knowledge you gain.

3. Dimensions (Budgets)

No.

4. Organisation Chart



5. Key Result Areas

- Feed into regular organisational reporting mechanisms on PR and internal communications activity undertaken and outcomes achieved.
- Develop effective media relationships locally and nationally (print, broadcast online) including with specialist sector press
- Support the PR manager in managing the profile of the organisation on reputation management issues and briefing key spokespeople.
- Provide internal communications and content writing support – including writing internal briefings and newsletters, supporting with change plans and encouraging organisational use of engagement tools such as Yammer.

- Lead on case study collection for use across all platforms, ensuring permissions are secured and that they are stored in line with information governance best practice.
- Forge and maintain excellent working relationships with internal and external stakeholders.
- Lead project teams where appropriate and task manage communications staff in delivery of those projects.
- Work, as required, on a range of assignments, including the drafting of communications plans, Q&As and press releases, working with other departments and teams as necessary across the organisation.
- Monitor the media to keep up to date with key issues relevant to the work of Ashgate Hospicecare and to proactively spot opportunities for media exposure.
- Assist in the regular reporting, as required, of media activity and campaigns, using the data obtained, to improve our ability to reach key target audiences.
- Support with media visits, photo calls and briefings.
- Provide media and communications support for fundraising appeals and events as requested by the PR manager.
- Contribute to the hospice's social media and marketing platforms, including by writing and securing engaging content if required.
- Undertake any other duties as requested by the Head of Marketing and Communications
- Some out of hours work including evenings and weekends may be required.

6. Personal Development

- Through the appraisal process, agree individual objectives and develop a personal development plan linked to team and individual objectives.
- Demonstrate continuing professional development, working to attain new skills as required

7. Communications and Working Relationships

Internal: All staff and volunteers; department managers, senior management team and trustees

External: Generating and handling PR enquiries and requests from the media and maintaining effective working relationships with key journalists

Please note this is an illustrative list only.

8. Job Description Agreement

Job Holder's Signature.....Date.....

Line Manager/

Head of Department Signature.....Date.....

Title:.....

- This Job Description describes the main duties of the post holder and is not exhaustive.

- This Job Description will be reviewed with the post holder as part of the regular performance review and staff development procedure.
- This Job Description does not form part of the Contract of Employment.

PERSON SPECIFICATION

Job Title: Communications Officer

ESSENTIAL

DESIRABLE

| Values & Behaviours | | | |
|--|--|---|--|
| <ul style="list-style-type: none"> • Compassion • Teamwork • Respect • Open • Inclusive • Proactive • Responsive • Empathy when dealing with sensitive stories | | | |
| Technical Knowledge & Experience | | | |
| <ul style="list-style-type: none"> • Level 5 qualification or equivalent experience • Proven experience in media relations or journalism | | <ul style="list-style-type: none"> • Experience of working in a healthcare environment • News desk experience | |
| Competencies & Skills | | | |
| <ul style="list-style-type: none"> • Ability to establish effective working relationships with local and national media • Sound news sense and awareness of current news agenda • Ability to work autonomously and know when to seek the support and advice of the PR Manager • Outstanding written communication skills • Ability to work to deadlines • Ability to prioritise and respond quickly • Ability to interview with empathy • Ability to plan and prioritise multiple tasks • Excellent verbal communication skills and ability to communicate confidently and effectively with a | | | |

| | | | |
|---|--|--|--|
| <p>wide range of people including senior managers</p> <ul style="list-style-type: none"> • Excellent telephone manner • Competent in the use of Microsoft Office packages (Word, Excel, Access, Outlook) • Competent in the use of social media including Facebook and Twitter • Ability to work well within a team and be self-motivated | | | |
| Other factors | | | |
| <p>A thorough understanding of, and ability to maintain confidentiality</p> <p>Ability to interact confidently with staff at all levels</p> <p>Ability to build rapport, trust and confidence with colleagues</p> | | | |

A – assessed at application stage

I – assessed at interview stage

T – assessed at test stage

| Job Description Additional Information |
|---|
| <p>Infection Control</p> <p>Infection Prevention and Control is everyone’s responsibility. All staff, clinical and non clinical, are required to adhere to the Hospice Infection Prevention and Control Policies and Procedures and must make every effort to maintain high standards of Infection Prevention and Control at all times, thus minimising the risks associated with healthcare associated infections.</p> <p>Staff involved with patient care, whether directly or indirectly, have a duty to:</p> <ul style="list-style-type: none"> • Clean their hands before and after direct contact with patients and when entering and leaving a hospice clinical area. |

- Ensure that patient equipment is cleaned and/or decontaminated appropriately between each patient use.
- Ensure that all environments, where patient care is provided, is clean at all times, maintained to a high standard and appropriate for patient care.
- Provide patients, relatives and the public with clear and consistent HCAI messages and advice on standard Infection Prevention and Control precautions and key infections (MRSA and Clostridium Difficile).

All staff have a duty to:

- Attend/undertake Infection Prevention and Control training programmes provided by the Hospice.
- Report to Unit Manager any infections that they develop which may be transmissible to patients or colleagues.
- Adhere to the Hospice's Uniform and Non Uniform Dress Code Policies.
- Challenge and address inappropriate Infection Prevention and Control practice.
- Report and take action on areas where Infection Prevention and Control standards are not being met.

Health and Safety at Work

You must not wilfully endanger yourself or others whilst at work. Safe working practices and safety precautions will be adhered to. Protective clothing and equipment must be used where provided. ALL accidents / incidents must be reported to your immediate senior officer, and you are asked to participate in accident prevention by reporting potential hazards and to ensure that appropriate forms are completed. A copy of the Hospice Health and Safety Policy document will be given to the successful applicant on appointment.

Patient and Public Involvement

The organisation is committed to complying with its duty to involve and consult patients and the public as outlined in Section 242 of the NHS Act. In practice this means that staff have a duty to practice in accordance with the Public and Patient Involvement Strategy and be involved in the PPI work relevant to their role and the service that they work in.

Protection of Children and Vulnerable Adults

All Hospice employees are expected to adhere to Derbyshire Safeguarding Boards/Ashgate Hospices Safeguarding policies and procedures in relation to the identification and protection of children and vulnerable adults. Hospice employees are also expected to work co-operatively with our partner agencies to ensure the services and systems are effective in protecting children and vulnerable adults.

All staff have a duty to:

- Attend training on Safeguarding children and vulnerable adults as part of Induction and on an ongoing basis through Essential Training updates.

All staff working specifically with vulnerable adults have a duty to:

- Attend Basic Awareness Training

Data Protection

If you have contact with computerised data systems you are required to obtain, process and/or use information held on a computer or word processor in a fair and lawful way. To hold data only for the specific registered purpose and not to use or disclose it in any way that is incompatible with such purpose and to disclose data only to authorised persons or organisations as instructed.

Access to Health Records

All staff who contributes to patient's health records are expected to be familiar with and adhere to, the Hospice Record Keeping Policy and other related documents. All staff who have access to patients records have a responsibility to ensure that these are maintained efficiently and that confidentiality is protected in line with the Hospice's policies and related documents.

Staff are also subject to this obligation both on an implied basis and also on the basis that, on accepting their job description, they agree to maintain both patient/client and staff confidentiality.

In addition, all health professionals are advised to compile records on the assumption that they are accessible to patients in line with the Access to Health Records Act 1998.