



**Greater Manchester
Mental Health**
NHS Foundation Trust

Job Description

Post Title	Marketing and Communications Assistant
Band	3
Directorate	Corporate Affairs
Location/Base	The Curve, Trust Headquarters
Responsible to	Deputy Marketing and Communications Manager
Accountable to	Marketing and Communications Manager

Job Summary/Purpose

An exciting opportunity has arisen within Greater Manchester Mental Health NHS Foundation Trust's (GMMH) Communications and Marketing Department for a creative, dynamic marketing and communications assistant.

Reporting to the Deputy Marketing and Communications Manager your main duties will be to assist with internal communications, as well as planning and organising multi-channel marketing campaigns, events and projects and providing administrative support to the team.

Main Duties & Responsibilities

Heading	Duty/Responsibility
Communication	<ul style="list-style-type: none">• Managing the Communications phone line – ensuring all requests are allocated and resolved on time• Logging all media enquiries in the Trust's media management system and ensuring they are being acted upon• Responding to emails, which come into the Communications inbox, including signposting people to the relevant services/departments• Managing and scheduling email campaigns using email marketing systems to different stakeholder groups• Supporting staff in producing leaflets, posters and other communication materials via our online Design Hub system• Collate and draft the weekly All-Staff newsletter• Support the Assistant Director of Communications when required• Supporting the team in event coordination, including the booking of rooms, catering, organising attendees and other aspects of practical support

	<ul style="list-style-type: none"> • Ordering and managing the delivery of bespoke GMMH-branded merchandise • Supporting the administration of the intranet by uploading information, creating new sites and giving permissions to staff to be able to upload their own information • Ensure all communication materials are compliant with GMMH brand guidelines • Invoice query resolution • General office administration tasks • Always consider the diverse needs of service users and carers, especially, deaf people and hard to reach groups.
Planning and Organisation	<ul style="list-style-type: none"> • Contribute to specific project plans and help to ensure they remain on track • Arrange communication meetings for team members including finding venues and liaising with other attendees • Manage the team's invoices to ensure suppliers and contractors are paid in a timely manner
Representation	<ul style="list-style-type: none"> • Actively participate in Communication Team meetings • Attend meetings with other team members in a supportive capacity
Information Technology	<ul style="list-style-type: none"> • Become familiar with the Trust's media management software, Design Hub and NewZapp system • Undertake training on how to administrate the intranet and upload information and give permissions to other staff to be able to administrate their own areas • Support the distribution of online surveys • Provide analytics for the intranet and all user bulletins to help understand reach, engagement and readership

Mandatory Trust Requirements	<ul style="list-style-type: none"> • To undertake any other reasonable duty, when requested to do so by an appropriate Trust manager. • To understand and comply with all Trust policies, procedures, protocols and guidelines. • To understand the Trust's Strategic Goals and how you can support them. • To understand the need to safeguard children and vulnerable adults and adhere to all principles in effective safeguarding. • To carry out all duties and responsibilities of the post in accordance with Equal Opportunities, Equality and Diversity and dignity in care/work policies and principles. • To avoid unlawful discriminatory behaviour and actions when dealing with the colleagues, services users, members of the public and all stakeholders. • To access only information, where paper, electronic, or, in another media, which is authorised to you as part of the duties of your role. • Not to communicate to anyone or inside or outside the NHS, information relating to patients, services users, staff, contractors or any information of a commercially sensitive nature, unless done in the normal course of carrying out the duties of the post and with appropriate permission. • To maintain high standards of quality in corporate and clinical record keeping ensuring information is recorded accurately, appropriately and kept up to date. • To ensure their day to day activities embrace sustainability and reduce the impact upon the environment by minimising waste and maximising recycling; saving energy; minimising water usage and reporting electrical faults, water leakages or other environmental concerns to the facilities department or their line manager. • Take reasonable care of the health and safety of yourself and other persons. • To contribute to the control of risk and to report any incident, accident or near miss. • To protect service users, visitors and employees against the risk of acquiring health care associated infections. • To take responsibility for your own learning and development by recognising and taking advantage of all opportunities to learn in line with appraisal and supervision.
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Further Information for Postholder(s)

This job description is not exhaustive, but is intended to give an overall picture of the role. Other duties within the general scope of the post may be required from time to time. The duties of the post and job description can be reviewed through the agreed process. All information obtained or held during the post-holders period of employment that relates to the business of the Trust and its service users and employees will remain the property of the Trust. Information may be subject to disclosure under legislation at the Trust's discretion and in line with national rules on exemption.

All Trust sites have been designated a no smoking area. The post holder is therefore advised smoking is not permitted within the hospital premises or grounds or whilst representing the Trust in the course of their duty. While the Trust will not discriminate against employing smokers, all prospective employees should be aware of this policy

Person Specification

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Band	3
Directorate	Corporate Affairs
Location/Base	The Curve, Trust Headquarters
Responsible to	Deputy Marketing and Communications Manager
Accountable to	Marketing and Communications Manager
Job Summary/Purpose This role is based with Greater Manchester Mental Health's (GMMH) Communications and Marketing Department and is intended to support the team in the implementation of communication projects and campaigns as well as the production of high quality marketing and communication products across a variety of channels. It is also a public-facing role which advises people who contact the team to signpost them to get the help and advice they need.	

Essential Criteria - The qualities without which a post holder could not be appointed.	Desirable Criteria - Extra qualities which can be used to choose between candidates who meet all the essential criteria	How Assessed – AP = Application form IN = Interview OA = Other Assessment
Education / Qualifications - to be able to complete the duties as laid out on the Job Description		
<ul style="list-style-type: none"> Training or experience in an office setting 	A recognised qualification in office administration	AP IN
Experience - to be able to complete the duties as laid out on the Job Description		
<ul style="list-style-type: none"> Demonstrable administrative experience Demonstrable time management experience Experience of supporting a team Able to develop and work effectively to project plans 	Experience of working in a NHS/Public sector environment. Experience of supporting the delivery of events Experience of working within a communications/marketing /PR team.	AP IN
Knowledge - to be able to complete the duties as laid out on the Job Description		
<ul style="list-style-type: none"> Knowledge of Microsoft Office – skills must include excellent proficiency of PowerPoint, Word and Excel. Knowledge of intranets and websites 	Knowledge of specific content management systems Understanding of the NHS	AP, IN

<ul style="list-style-type: none"> Knowledge of the importance of confidentiality throughout the NHS 	<p>Knowledge of working within brand guidelines</p> <p>Knowledge of printing and production techniques</p>	
Skills and Abilities - to be able to complete the duties as laid out on the Job Description		
<ul style="list-style-type: none"> Good written and oral abilities Excellent customer service skills with colleagues and other staff Ability to work to tight deadlines and 'get things done' Ability to work on multiple projects at once – organisational skills Planning and time management skills Able to work autonomously, self-manage and prioritise 	<p>Ability to design communication materials and presentations</p> <p>Ability to write for websites, newsletters, social media and press releases</p>	AP, IN
Other Requirements - to be able to complete the duties as laid out on the Job Description		
<ul style="list-style-type: none"> Team working skills Self-motivated Demonstrates honesty and integrity and promotes organisational values Embrace change, viewing it as an opportunity to learn and develop An ability to maintain confidentiality and trust Used to working in a busy environment Adaptability, flexibility and ability to cope with uncertainty and change Commitment to continuing professional development Positive attitude and organisational ability Creates a positive impression of marketing and communications 		AP, IN