

## Job description and Person Specification – Non Clinical Roles (excluding Admin bands 1-5)

Thank you for considering a role at [Cambridge University Hospitals NHS Foundation Trust](https://www.cambridge-nhs.uk/), which includes Addenbrooke's and the Rosie Hospitals.

### About Us

The Trust is one of the largest and busiest hospitals in the country and is a leading clinical and academic centre with a national and international reputation for excellence. Recognised as providing 'outstanding' care to our patients and rated 'Good' overall by the Care Quality Commission, is testament to the skill and dedication of the people who work here. It is their teamwork, energy, commitment and imagination that make us one of the best hospitals in the UK.

### Our Values

The Trust's philosophy is to keep the patient at the heart of everything we do and we expect staff to uphold our values of **Together - Safe, Kind, Excellent** at all times. The Trust's Values and Behaviour Standard is attached to this job description; it provides more information about the type of behaviour we expect and love to see, and those we do not want to see. In considering whether to apply for the post you should consider whether you understand and feel able to live our Values.

### Supporting you to be the best you can be

The Trust is committed to bringing the best out of its employees. We want everyone who works here to enjoy job satisfaction and feel proud to be an employee of the Trust. Each pay band has a set of Performance Standards which explains the level of competency and standard of delivery required to perform the role, you can download the performance standard for this post with the application pack. The Trust is committed to providing on-going feedback, development and an annual appraisal discussion.

### Your Health and Well-Being

As a world leading healthcare organisation, CUH is a champion of good health and is committed to providing a smoke free campus to protect its staff, patients and visitors. Smoking is not permitted on the CUH campus and all employees must comply with the requirements of the CUH No Smoking Policy and support the processes and practices in place in relation to patients and visitors.

Your health and well-being are important to us. If you have any concerns about a health condition or disability that you have please read this Job Description and Person Specification carefully to ensure that you would not be putting yourself at risk.

We offer an extensive staff benefits package, including childcare, flexible-working schemes and the NHS pension scheme along with a range of facilities that includes on-site sport and leisure facilities. Do visit our website for more information about working at CUH and living in Cambridge: [Working for us](https://www.cambridge-nhs.uk/working-for-us)

### Submitting your application

Please read this job description thoroughly before submitting your application. As well as meeting the essential requirements of the person specification, be sure that you can demonstrate commitment to our Values, teamwork, reliable attendance, dedication and the ability to show compassion, care and respect to our patients, visitors and colleagues.

We recommend that you download the 'Information for Applicants - Completing your application' document which provides further details about how to complete each section of your application form and further information about the application process.

<b>Job title:</b>	Communications Manager – Science and News
<b>Band:</b>	7
<b>Hours of work:</b>	37.5
<b>Location:</b>	Addenbrooke’s Hospital and Home
<b>To whom responsible:</b>	Head of News
<b>Job summary:</b>	To lead the development of a science communications strategy for CUH, which supports the wider communication strategy. You will build strong relationships with scientists and researchers at CUH to create a pipeline of research news stories for our regional and national media.

## **Key duties and responsibilities:**

### **Managing communications with stakeholders.**

Develop and deliver the strategy for science communication at the trust, taking into account the organisation's strategic priorities for modernisation as well as the aims of its stakeholders.

Work with Trust staff at all levels across the organisation to identify, plan, research, implement, develop and evaluate a range of communications projects, campaigns and high profile events and issues.

Develop the Trust's science, research and innovation communications plan, to include all of its external audiences, and include the channels and messages required to ensure effective two-way communication is effectively maintained at all times.

Source, develop and create the highest quality content for CUH communications channels in support of organisational strategic objectives.

To develop and deliver a science communications plan that supports the wider communication strategy.

Build strong relationships with scientists and researchers at CUH to create a pipeline of research stories.

Plan and deliver ambitious media outreach, commissioning and creating the assets needed for multi-channel coverage.

Be first point of contact and lead support within the communications team for science and research stories.

Translate complex science and research into accessible and impactful human interest stories and understand their application to CUH audiences.

Build relationships with science journalists and outlets in the UK and beyond to secure ongoing coverage of CUH's work at the forefront of life science.

Work with the communication team web editor to create high impact web pages showcasing CUH research stories and support the Love Research campaign.

Work with the wider communications team to manage external communications as needed.

Work collaboratively with communication teams across the Biomedical Campus and the wider Cambridge ecosystem.

Measure and evaluate the effectiveness of the science communications plan and provide reports for the Trust's directors that can be used as a basis for future decision-making.

Maintain a comprehensive stakeholder database for the Trust and devise systems and processes to ensure that it is used effectively to monitor and manage regular contact between the Trust and its key stakeholders.

Write and issue regular news to external audiences ensuring the content is engaging, relevant and produced to the highest standards.

Develop high quality digital content for stakeholders to be shared through the Trust's internal and external websites and social media channels.

Provide cover for the Trust's external communications manager in their absence and participate in an on-call rota for media handling at the Trust if needed.

The post holder will be directly responsible for the budget associated with any science communication projects. This will include evaluating the value for money of new contracts, monitoring the performance of existing providers and ensuring that provider performance aligns, and complies, with contractual terms and conditions.

**General Compliance:**

1. To comply with all Trust Policies and Procedures, with particular regard to
 

- Risk Management	- Health & Safety	- Information Governance
- Confidentiality	- Data Quality	- Freedom of Information
- Equal Opportunities	- No Smoking	- Being Open: a duty to be candid
2. All staff have a responsibility to comply with the current infection prevention and control policies, procedures and standards and ensure they have received an annual update on infection prevention and control issues including hand hygiene. All staff should practice and encourage appropriate hand hygiene and act professionally to ensure the hospital environment is clean, safe and tidy.
3. To perform your duties to the highest standard with particular regard to effective and efficient use of resources, maintaining quality and contributing to improvements.
4. To follow all the Trust Security policies and procedures and be vigilant to ensure the safety and secure environment for care.
5. All staff that have access to or transfers any data are responsible for those data, it must be kept secure and they must comply with the requirements of the Data Protection Act 1998 and the common law on confidentiality. All data must be kept in line with the Trust's policies and procedures. Data includes all types of data i.e. patient, employee, financial, electronic, hard copies of printed data or handwritten data etc.
6. The post holder is responsible for data quality and complying with the policies, procedures and accountability arrangements throughout the Trust for maintaining accuracy and probity in the recording of the Trust's activities.
7. The Trust is committed to carefully screening all staff who work with children and vulnerable adults. If this applies to this post, the appointment will be subject to a satisfactory Disclosure and Barring Service disclosure (formerly the CRB disclosure) of the appropriate Level.
8. All staff will receive training on Child Protection -Safeguarding Children Policies and Procedures as part of Induction and updates, this will equip the post holder with the knowledge of what you will need to do if you have concerns about the welfare of a child/young person under aged 18.
9. Participate in an annual Appraisal and Development Review meeting and ensure you are meeting the Trust's Performance Standard for the post.
10. CUH is a smoke free campus. All employees must comply with the requirements of the No Smoking Policy and support the processes and practices in place in relation to patients and visitors
11. To uphold the Trust Values and Behaviours standard.
12. Perform any other duties that may be required from time to time.

**Every post holder can make a difference to a patient's experience. You will come across patients as you walk around the hospital; we rely on all our staff to be helpful, kind and courteous to patients, visitors and each other.**

This job description may be altered to meet changing service needs, and will be reviewed in consultation with the post holder.

# Our Trust values and behaviours

Values	Behaviours	Love to see	Expect to see	Don't want to see
<b>Safe</b> I never walk past, I always speak up	Safety	Shares lessons learned to help others to improve safety.	Always follows agreed safety and wellbeing procedures. Learns from mistakes and asks for help if they need it.	Shows a lack of focus on safety and wellbeing in their day-to-day work.
	Raising concerns	Encourages others to raise concerns about safety or attitude.	Speaks up every time standards on safety, care or dignity are not met. Welcomes feedback.	Keeps concerns to themselves, and rejects feedback about their own behaviour.
	Communication	Seeks ways to enhance understanding of information being communicated to meet people's needs.	Keeps people informed and gives clear explanations in ways people can understand.	Doesn't give people the information they need. Uses jargon inappropriately.
	Teamwork	Encourage others to contribute and demonstrates better ways of working within and across teams.	Works as part of a team. Co-operates and communicates with colleagues. Values other people's views.	Excludes others and works in isolation.
	Reassuringly professional	Is constantly aware that what they say and do affects how safe other people feel.	Is calm, patient and puts people at ease. Takes pride in their own appearance and our environment.	Passes on their negativity/stress. Is critical of other teams or colleagues in front of others. Displays unprofessional appearance.
<b>Kind</b> I always take care of the people around me	Welcoming	Goes out of their way to make people feel welcome.	Is polite, friendly, makes eye contact, smiles where appropriate and introduces themselves. 'Hello my name is...'	Ignores or avoids people. Is rude or abrupt, appears unapproachable/ moody.
	Respectful	Applies a broader understanding of the diverse needs of patients/ colleagues. Supports others to be themselves.	Treats everyone as an equal and valued individual. Acts to protect people's dignity.	Ignores people's feelings or pain. Makes people feel bullied, belittled or judged.
	Helpful	Thinks about the needs of others. Goes the 'extra mile' for other people.	Is attentive and compassionate, helps people who need help, or finds someone who can. Never walks by.	Makes people feel like a burden: 'It's not my patient / job / problem'.
	Listen	Makes time to listen to people even when busy.	Listens to people in an attentive and responsive manner.	Disinterested, dismissive or talks over people.
	Appreciate	Goes out of their way to make people feel valued for their efforts and achievements.	Encourages people's efforts. Notices when people live up to our values, says thank you.	Doesn't notice or appreciate people's efforts.
<b>Excellent</b> I'm always looking for a better way	Aiming high	Their positive attitude inspires others to achieve the highest levels of quality.	Always aims to achieve the best results.	Accepts mediocrity or moans without looking for solutions.
	Improving	Helps others to find creative solutions to problems and shares good practice.	Suggests ideas for better ways of doing things and looks for opportunities to learn.	Resists change: 'we've always done it this way'.
	Responsible	Shows enthusiasm and energy to achieve excellent results.	Takes responsibility and has a positive attitude.	Avoids responsibility. Blames or criticises others.
	Timely	Always respects the value of other people's time.	Is on time, efficient, organised and tidy. Apologises and explains if people are kept waiting.	Misses deadlines or keeps people waiting, without explanation/apology.
	Makes connections	Helps others to understand how services connect.	Thinks beyond their own job and team to make things easier for people.	Focuses on their own department needs to the detriment of the people they serve.

Together-**Safe** | **Kind** | **Excellent**

**Post Title:** Communications Manager – Science and News **Band:** 7 **Department:** Communications

**How evidenced:** **A** = Application Form      **I** = Interview      **T** = Test

Factors	Essential Criteria	How Evidenced	Desirable Criteria	How Evidenced
<b>1 Qualifications</b>	<p>Educated to degree level and/or equivalent level of skills or experience plus training and/or experience in the communications field to degree-level equivalent.</p> <p>Evidence of continuous professional development.</p>	A/I	<p>Either an under-graduate or post-graduate qualification in journalism, marketing, public relations or related field.</p> <p>Member of the Chartered Institute of Marketing or Public Relations.</p> <p>Science degree.</p>	A/I

<p><b>2 Experience</b></p>	<p>Experience of leading external communications at a senior level in a large complex organisation.</p> <p>Experience of turning complex science and research projects into accessible and compelling language for mass public audiences.</p> <p>Experience in identifying good media stories, specifically for TV, print and radio.</p> <p>Dealing with a variety of professionals and staff at all levels.</p> <p>Evidence of successful communication strategy, development and implementation.</p> <p>Experience in measuring and evaluating communications and designing channels that target audiences precisely.</p> <p>Practical experience in using different approaches to communications across all mediums.</p> <p>Experience of working with the media.</p>	<p>A/I</p>	<p>Experience of working with top UK science journalists.</p>	<p>A/I</p>
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<b>3 Knowledge</b>	<p>Knowledge of how and where science papers are published and how to deliver supporting media stories.</p> <p>Understanding of how science stories may unfold in the media and how to optimise this for the benefit of patients and staff at CUH.</p> <p>Understanding of how to identify and target specific audience groups.</p> <p>Knowledge of science journalists in the UK and beyond.</p> <p>Knowledge of the media and how it operates as well as the law in relation to media relations.</p>	A/I	<p>Knowledge of stakeholder communications approaches from across the industry sector and how they can be implemented in the NHS.</p>	A/I
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<p><b>4 Skills</b></p>	<p>Excellent interpersonal, verbal and written communications skills.</p> <p>Advanced keyboard skills required for speed and accuracy for preparing reports, media releases and presentation material.</p> <p>Ability to take highly complex material and express it in compelling and accessible language, removing technical jargon.</p> <p>Political skills and knowledge of public sector issues, including those surrounding the NHS.</p> <p>Able to persuade and influence senior scientists to communicate their work in an impactful and effective way.</p> <p>Ability to manage matrix stakeholder relationships in projects involving major change.</p> <p>Ability to represent the organisation and reflect its aims and objectives, speaking publicly on its behalf.</p> <p>Able to plan complex multi-stakeholder communications projects and monitor their successful delivery with a high degree of attention to detail.</p> <p>Flexibility in handling a wide range of projects, managed to tight deadlines.</p> <p>Politically aware.</p> <p>Ability to take the lead on projects involving external stakeholders at all levels.</p>	<p>A/I</p>		<p>1</p>
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<b>5 Additional Requirements</b>	The ability to understand and behave at all times, towards patients, visitors and colleagues according to the Trust values of <b><i>safe, kind, excellent.</i></b>	I/A		
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## Information for Applicants - Terms and Conditions of Employment

This information is a summary of the main terms and conditions for pay, annual leave, hours and pension that is governed by the NHS Terms and Conditions of Service Handbook.

### Pay

The advertisement provided the information about the pay band for this role. All pay bands have a minimum and maximum point with opportunity for pay progression on an annual basis until the maximum point of the band has been reached. This is subject to meeting expected levels of performance. For more information about Agenda for Change Pay please visit: <http://www.nhsemployers.org/your-workforce/2018-contract-refresh/pay-journey-tool>

New entrants to the NHS will normally commence on the minimum point of the pay band. Only in exceptional circumstances where the employee has considerable relevant experience to the post can a higher starting salary be considered. If a current NHS employee applies for a post at a higher band they move onto the higher band receiving a promotional increase in accordance with NHS Terms and Conditions. Current NHS employees transferring on the same pay band retain the same salary.

### Pay Progression

Employees in bands 1-5 receive pay progression on their incremental date (the anniversary of their start date) subject to meeting expected performance standards.

Progression through pay bands 6-9 is conditional on the employee demonstrating the Trust's Values and Behaviour Standard, meeting the Performance Standard for their band and other key compliance requirements. There are special conditions that apply to the receipt of pay progression in the first year of employment for those transferring from other NHS employers.

### Hours

Full time is 37.5 hours per week and is in accordance with the working patterns/rota patterns within the ward/department. These may be changed from time to time depending upon patient / service needs. If the post you have applied for is part time, the salary will be calculated pro rata to 37.5 hours.

If you are required to work nights/weekends/public holidays you will receive the appropriate unsocial hour's enhancements.

### Annual Leave Entitlement

This is dependent on complete years of NHS service.

Years NHS service	Annual leave entitlement per year
0-5 years completed NHS service	<b>202.5 hours</b> (based on 27 days x 7.5 hrs per day) plus public holidays (pro rata for part time)
5-10 years completed NHS service	<b>217.5 hours</b> (based on 29 days x 7.5 hrs per day) plus public holidays (pro rata for part time)
Over 10 years completed NHS service	<b>247.5 hours</b> (based on 33 days x 7.5 hrs per day) plus public holidays (pro rata for part time)

### Pension

Employees are automatically enrolled onto the NHS Pension Scheme upon commencement. There is both an employer and an employee financial contribution to the pension scheme, with the employee contribution ranging from 5% to 14.5% depending upon your salary. New employees will receive a detailed information pack on commencement. For further information about the scheme and how to opt out following commencement, please visit [www.nhsbsa.nhs.uk](http://www.nhsbsa.nhs.uk)