

**NHS****Great Ormond Street
Hospital for Children**
NHS Foundation Trust

JOB DESCRIPTION & PERSON SPECIFICATION

Job title: Digital Experience Lead

GOSH profile

Great Ormond Street Hospital for Children NHS Foundation Trust (GOSH) is an international centre of excellence in child healthcare. GOSH is an acute specialist paediatric hospital with a mission to provide world-class care to children and young people with rare, complex and difficult-to-treat conditions.

Together with our research partner, the UCL Great Ormond Street Institute of Child Health, we form the UK's only academic Biomedical Research Centre specialising in paediatrics. Since its formation in 1852, the hospital has been dedicated to children's healthcare and to finding new and better ways to treat childhood illnesses.

Great Ormond Street Hospital receives nearly 300,000 patient visits (inpatient admissions or outpatient appointments) every year (figures from 2018/19). Most of the children we care for are referred from other hospitals throughout the UK and overseas. There are 60 nationally recognised clinical specialities at GOSH; the UK's widest range of specialist health services for children on one site. More than half of our patients come from outside London and GOSH is the largest paediatric centre in the UK for services including paediatric intensive care and cardiac surgery.

Through carrying out research with the UCL Great Ormond Street Institute of Child Health, University of London and international partners, GOSH has developed a number of new clinical treatments and techniques that are used around the world.

The UK's only academic Biomedical Research Centre (BRC) specialising in paediatrics is a collaboration between GOSH and UCL Great Ormond Street Institute of Child Health. We are a member of University College London (UCL) Partners, joining UCL with a number of other hospitals – an alliance for world-class research benefitting patients.

In partnership with six other NHS trusts, we are the lead provider for North Thames Genomics Medicine Centre, part of the national 100,000 Genomes Project.

Great Ormond Street Hospital at a glance



Great Ormond Street Hospital Culture and Values

The Trust has developed the Always Values with our staff, patients and families that characterise all that we do and our behaviours with our patients and families and each other.

Our Always Values are that we are:



Diversity & Inclusion

Here at GOSH, we believe that improving lives for our patients begins with improving how we learn, work and grow as colleagues. So, we're changing. We know that we need to develop a more inclusive culture where everyone feels seen and heard. By growing an ever more diverse workforce, we'll have a greater range of perspectives and knowledge in our GOSH community, meaning that we can provide the children and young people at our hospital with even better care. At GOSH we have opportunities for our staff to engage with colleagues through the following networks: REACH (Race, Ethnicity and Cultural Heritage) ENABLED (Enhancing Abilities & Leveraging Disabilities Network), PRIDE & Women's networks.

Job title	Digital Experience Lead
Directorate	Communications
Band	8b
Supervised by	Head of Marketing and External Communications
Type of contract	Permanent
Hours per week	37.5
Location	GOSH Hospital and GOSH Charity
Budgetary responsibility	N/A
Manages	Website Manager & Digital engagement executive

Main purpose of the job

GOSH is a leading research children's hospital with ambitions to be a world-leading provider of paediatric care, training, and education. Digital transformation is at the heart of the Trust's Above and Beyond strategy, so this is a pivotal time to join the team.

This is an exciting and multi-faceted role within the Hospital's External Communications Team to shape and lead significant digital transformation. The role will be responsible for driving and overseeing a digital transformation strategy which ensures platforms, tech, digital journeys, and content are best in class.

The jobholder will be the senior lead across the trust, leading digital strategy, including the creation and implementation of a digital roadmap and building a business case for strategic investment in digital transformation and establishing a fit for purpose Digital Budget for both BAU and transformation. Leading, and growing a small team, they will also supply consultancy and support across the trust, and improve performance across all digital channels, overseeing, integrating all GOSH activity across digital touch points across email, web and social channels and be the lead consult within Communications to upskill the team on digital best practice

The information available on our website is key to fulfilling our mission to put "The child first and always." A good customer journey and quality content reassures families that they are in the best possible hands, attracts the highest caliber staff and motivates them to deliver the best possible standards of care. It can also drive patient referrals, which means the hospital is able to further develop areas of clinical expertise as staff see and treat more children with similar conditions. Finally, it encourages donations towards the hospital's charity, which funds redevelopment, specialist equipment, support services for patients and research. The post holder is a senior member of the communications department and will support the Head of Marketing and External Communications by leading the digital transformation process. They will also manage the members of the hospital digital team on a day- to-day basis.

We are looking for a dynamic all-round digital expert, with lots of initiative, drive and tenacity, coupled with excellent inter-personal skills (both oral and written) and someone who is highly digitally literate. This is a challenging role that rewards determination, focus and clear thinking, as well as excellent attention to detail.

The postholder will be creative and innovative, yet highly organised in their approach and an excellent project and people manager. They will have the ability to process complex ideas and concepts quickly.

You will have strong managerial skills, as well as a strategic and proactive approach, extensive experience of working closely with senior management, suppliers and agencies. The right candidate will also have experience of stakeholder relations and of leading digital transformation and making the case for change for large complex organisations. This person will work closely with the wider communications team, as well as with the hospital's leadership team and other key internal stakeholders.

You will report to the Head of External Marketing and Communications & and work closely with the wider external communications team, Gosh Learning Academy and International and Private Care team. You will also work closely with the GOSH Charity's Head of Digital.

Key working relationships

Internal: External Marketing and Communications Team, Heads of Department, Executive team, Communication team colleagues, IT Team, GLA Leadership team, IP&C leadership team, Clinicians, nurses, clinical and non-clinical directors, management and administrative teams, researchers and academics, volunteers

External: GOSH Charity, Agencies (including international) and suppliers

Main duties and responsibilities:

- To lead and build a team to create, develop and deliver a digital service that will lead on all strategy to achieve digital transformation, trust wide. They will balance innovation, investment and overall change required. This includes the implementation of the strategy across all digital activity (including web, social, email, tech, automation, AI discovery, digital marketing).
 - To lead the creation of a digital team to service the entire trust, including developing business cases for transformation and creating a fit for purpose BAU Budget. Once budget agreed to report to the Head of Marketing and Director of Communications on budget management
 - To be the senior digital expert and consultant for the trust, supporting internal colleagues and the charity towards transformation, leading strategic direction
 - Oversee and develop key platforms including the website and social media, driving the development of the website, ensuring best in class customer journeys, functionality, content and design
 - To support the commercial ambitions for the Trust, ensuring they have the right digital ecosystem to fulfil their ambitious growth targets
 - To ensure that all content is best in class, including patient information. Unlocking the commercial opportunity from high visitor numbers
 - To lead on procuring suppliers and technology to deliver the strategy, working with a delegated budget from the Director of Communications
 - To work with and advise, the Head of Marketing and External Communications and Director of Communications where appropriate; to help ensure that the trust adheres to necessary procedures, and follows the highest standards around information governance and law.
 - To set all KPI's for digital channels and measure their effectiveness and ROI through data and performance analysis
 - To be the lead on securing the procurement of services for the area, including digital marketing, Mar-tech and advising on CRM integration
 - To provide advice on the tech solutions required to adhere to sound information governance, including making recommendations, with the Head of Marketing and Communications, where opinions may differ
 - To work with the External Communications Lead on communication on digital channels when responding to a crisis
 - To work with colleagues to develop content that is digital first
 - To develop and implement the most effective measuring and evaluation tools and ensure that all communications work is properly planned and evaluated by your team
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- To work with wider comms colleagues to continue to innovate in the digital media space, advancing our digital media coverage and engaging with our stakeholders through social media.
- To establish sound working relationships and partnerships with other specialist hospitals, in both a national and international context
- Management
- To build and retain an innovative, dynamic and high performing team which supports the delivery of the organisation's strategic objectives and works in a way in line with the Hospital values
- To have full management responsibility for a number of members of staff and to manage agencies (including inputting into international contracts), interns, secondments or other staff or agencies as appropriate
- To consider and implement staff development opportunities for team members, including staff training and other appropriate development opportunities
- To prioritise team workload and make decisions on the allocation of responsibilities and tasks within the team on a day to day and more long term strategic basis
- To report on the team's activity as required to senior management and other external stakeholders
- To support the creation of a united team across the whole of the communications department, implementing the best possible ways of working, taking into account the different areas of specialism and different audiences as needed
- To support the Head of Marketing and Communications and deputise where necessary, taking decisions and being held to account as required
- To drive innovation within your team and the wider Communications department, remaining outward looking and results focused
- To provide advice and guidance on the development and review of Trust wide communication related policies
- To ensure the work of the Hospital's Communications function is integrated and aligned with the work of the Charity's Communications Function, as well as with the wider brand, marketing and digital teams
- Other
- Provide cover out-of-hours to support digital crisis communications.

This job description is intended as an outline of the areas of activity and can be amended in the light of the changing needs of the service and will be reviewed as necessary in conjunction with the post-holder.

Other information

Great Ormond Street Hospital for Children NHS Foundation Trust is a dynamic organisation, therefore changes in the core duties and responsibilities of this role may be required from time to time. These guidelines do not constitute a term or condition of employment.

The GOSH Learning Academy (GLA)

Staff education and training influences every stage of the patient journey. Be it the communication skills of the medical secretary planning a patients' stay, the multi-professional

team caring for them on the ward, the leadership skills of our corporate and operational teams, or the administrator planning their transport home – each member of staff needs the up-to-date knowledge, skills, and capabilities to provide our patients with exceptional care. We have a number of opportunities for staff available through the [GOSH Learning Academy](#)

PERSON SPECIFICATION

This table lists the essential and desirable requirements needed in order to perform the job effectively. Candidates will be shortlisted based on the extent to which they meet these requirements. Evidence for suitability in the role will be measured via a mixture of application form, testing and interview.

GOSH Culture and Values	Essential	Desirable	Assessment method
Our Always values <ul style="list-style-type: none"> Always welcoming Always helpful Always expert Always one team 	E		I/A/T
For Bands 6 and above including Consultants <ol style="list-style-type: none"> 1) Knowledge and understanding of diverse backgrounds and perspectives. 2) Understanding of Diversity and Inclusion challenges in the workplace. 3) Demonstrable contribution to advancing Equality, Diversity and Inclusion in the Workplace 	E		I/A
Academic/Professional qualification/Training			
Educated to degree level in a relevant subject, i.e. communications, multimedia or marketing	E		A
Training or specialist workplace experience to master's level or equivalent in a relevant discipline, i.e. marketing or digital marketing	E		I/A
Evidence of Continuous professional development	E		I/A
Member of Chartered Institute of Comms? Marketing?	D		I/A
Experience/Knowledge			
Excellent writing skills including editing and copywriting	E		I/A
Experience on managing and coaching staff	E		I/A
Experience of designing, delivering and a digital transformation programme	E		I/A



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Experience of managing senior stakeholders both internally and externally	E		I/A
Experience of building trusted relationships with colleagues across various levels of an organization and working collaboratively to achieve common goals	E		I/A
Strong understanding of data protection principles and compliance, and ability to take an audience first approach to content, platform and tool development	E		I/A
Previous experience in the NHS, healthcare or Charity sector		D	I/A
Skills/Abilities			
Project management skills	E		I/A
Proactive and positive	E		I/A
Tenacious and solutions focused	E		I/A
Analytical mind, able to assimilate and apply insight for decision making	E		I/A
Ability to work sensitively with patients, families, and staff, upholding their confidentiality and ensuring consent procedures are followed	E		I/A
Ability to liaise with wide range of people including Board level executives, senior managers, experts and families	E		I/A
Ability to work to tight deadlines, at times under pressure	E		I/A
Ability to frequently concentrate for extended periods of time when reviewing documents or writing copy	E		I/A

Criteria Key:

Review Method:

Essential: **E**

Application form: **A**

Desirable: **D**

Interview: **I**

Test: **T**

