

## Job Description

<b>Job Title</b>	Communications and Marketing Assistant
<b>Post ref no.</b>	
<b>Band</b>	NHS AfC: Band 4
<b>Service area</b>	Corporate Communications
<b>Location/Base</b>	Home working with some travel required
<b>Accountable to</b>	Head of Communications & Marketing

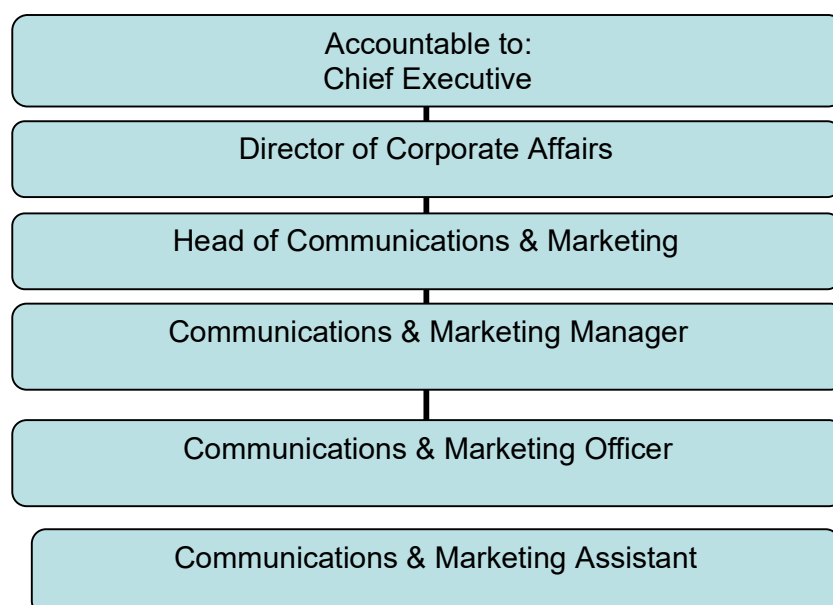
Bradford District Care NHS Foundation Trust is a provider of award-winning, high quality mental health, community and learning disability services that help people to stay well, close to home. We are continually looking to improve our services for our communities, working with others to achieve our vision of delivering outstanding care.

The Trust's marketing and communications team has a key role in promoting the organisation as a leading provider of physical and mental health services, to a broad range of stakeholders, covering both internal and external communications. We are now looking for a Communications and Marketing Assistant to join our award winning team.

### 1. Job Purpose:

Reporting to the Communications and Marketing Manager, this role supports the team in building the reputation and profile of Bradford District Care NHS Foundation Trust, working closely with colleagues across the organisation. You will be part of a dynamic team that delivers a broad range of marketing communications activity, including campaigns, to support the Trust's objectives.

### 2. Organisational Chart



### **3. Main duties:**

- Supporting the team to deliver the Trust's marketing communications' strategy through a range of tactics including traditional media, print, digital (website/intranet, Facebook, Twitter), promotional material, events, stakeholder engagement and e-bulletins.
- Guiding internal teams on content and the most effective channels/ tactics to meet their needs in-line with the Trust's style and branding guides.
- Working with the colleagues in the team and across the Trust to action internal requests for communication support, including developing and uploading engaging content to the Trust's website and proactive social media activity.
- Media handling including drafting and issuing news releases to promote the Trust's work, responding to media enquiries and co-ordinating interviews, and managing our media monitoring service and internal media reporting.
- Working as part of the team to deliver the Trust's annual staff recognition event, You're a Star Awards, with responsibility for specific areas.
- Able to translate complex or sensitive information into accessible and engaging content for internal and external audiences.
- Working with a broad range of partner organisations on joint communications activity.
- Working with the team to successfully develop, deliver and evaluate broad-based external marketing communication campaigns, to support the Trust's organisational objectives.
- Supporting the wider team on communications' handling in response to operational incidents/issues, in line with the team's business continuity plan, if required.
- Ensuring the effective use of resources and working within agreed timelines and budgets.
- Maintaining confidentiality on any information relating to staff, patients and the organisation.
- Maintaining a good understanding of new communication channels/technologies, with support, always scoping more effective, evidence-based ways to engage our different audiences.
- This role, from time to time, will be required to carry out additional duties, not specified in this job description, but commensurate with the grade of the post.

### **4. Working as part of a Team**

- Working effectively with, and supporting, colleagues within the team, across the Trust and in partner organisations.
- Sharing information, skills and experiences with colleagues.
- Listening and being open to the views of others.
- Representing the communications and marketing function in wider organisational work.
- Actively working to develop and maintain positive relations with others, with a strong internal and external customer focus at all times.

**Regular and frequent contact with:**

- The senior leadership team, directors / managers / Trust staff.
- Staff in partner organisations involved in providing Trust services or collaborating on service delivery.
- Other key staff from partner organisations including commissioners, providers and regulators - local, regional and national.

**Frequent contact with:**

- Media.
- External suppliers of communication services.

**5. Managing Self**

- Participate in regular supervision.
- Participate in regular one-to-ones.
- Manage and prioritise own workload, working independently, escalating issues if required.
- Attend all mandatory training.
- Participate annually identifying, developing and agreeing your own development plan with your line manager using the Trust Appraisal process.
- Comply with all Trust policies, procedures and protocols.
- Pay regard to materials and equipment.
- Carry out duties with due regard to the Trust's Equal Opportunity Policy.
- Seek advice and support from your line manager whenever necessary.

**6. Staff Supervision and Support**

- Provide support to your direct reports and team members around their personal health and wellbeing.

**7. Financial Responsibility**

Effective management and use of team resources.

**8. Safeguarding**

All staff members have a duty to report any concerns they have about the safety or well being of adult service users, members of their families, including children. Employees should be aware of their roles & responsibilities to both prevent and respond appropriately to abuse. They should undertake the safeguarding training required for their particular role.

**9. Core Values:**

Below is the Trust's Vision, Aims and Corporate Priorities. The Corporate Priorities are what the Board has identified as specific priorities. The Trust's vision statement is:

Everything we do over the next five years will contribute to one or more of these four goals to achieve our vision of connecting people to the best quality care, when and where they need it, and be the best place to work.

**Our Purpose**

To create connected communities and help people to feel as healthy as they can be at every point in their lives

### **Our Vision**

To connect people to the best quality care, when and where they need it and be a national role model as an employer

### **Our Values**

We Care - We act with respect and empathy, and always value difference

We Listen - We understand people's views and respond to their individual needs

We Deliver - We develop and provide excellent services and support our partners

### **Our Goals**

#### **Our services**

- To provide seamless access to the best care
- To provide excellent quality services

#### **Our community**

- To provide our staff with the best places to work
- To support people to live to their fullest potential, to be as healthy as possible

### **Core Statements:**

#### **1. Infection Control - All clinical and non-clinical staff groups**

Responsible for, in respect to your area of work, for ensuring so far as is reasonably practicable and in accordance with Trust policies that you are aware of your individual responsibilities in regard to infection prevention and control this requires you to:

- Maintain safe infection prevention and control environment for yourself and others.
- Be familiar with and comply with current infection prevention and control, guidelines, policies and procedures.
- Raise matters of non-compliance with your manager.
- Attend infection prevention and control mandatory training as dictated by your manager.
- Be appraised in relation to infection prevention and control.

#### **2. Risk Management**

All staff need a basic working knowledge of risk management. They all have a responsibility to identify and report risks, hazards, incidents, accidents and near misses promptly, in accordance with Trust Policy. All staff must be familiar with emergency procedures, risk management systems and incident management in their workplace.

#### **3. Health and Safety**

All employees have a responsibility under the Health and Safety at Work Etc Act 1974 for their own health, safety and welfare and to ensure that the agreed safety procedures are carried out to provide a safe environment for other employees and anyone else that may be affected by the carrying out of their duties.

Employees must co-operate with the Trust in meeting its statutory obligations with regard to health and safety legislation and must report any accidents, incidents and problems as soon as practicable to their immediate supervisor.

The Trust has a written health and safety policy which employees have a general duty to read in order that they are fully conversant with its requirements.

#### **4. Patient care**

Bradford District Care NHS Foundation Trust is committed to ensuring the highest standards of care and treatment and expects that **all** staff employed within the organisation will treat service users, their carers, relatives and friends with dignity and respect at all times during their contact with services we provide.

#### **5. Information Management**

All members of staff are bound by the requirements of the Data Protection Act 1998 and any breaches of the Act or of the confidential nature of the work of this post could lead to dismissal.

The post holder is responsible to learn about information governance, to help ensure that best practice guidelines are followed and personal information is managed to benefit patients, clients and members of staff.

The post holder is required to sign the declaration form to confirm they have read and understood the booklet and leaflet regarding information governance, which will be kept by the HR team in the post holder's personnel file.

Bradford District Care Foundation Trust is dedicated to environmental and social sustainability by delivering on the commitments within our Green Plan. All staff are actively encouraged and supported to participate in training and to identify and implement sustainable quality improvement across all service areas and activities

#### **Version Control:**

<b>Change details</b>	<b>By whom</b>	<b>Date requested</b>	<b>Approved by</b>	<b>Agreed date</b>

<b>Job title: Communications and Marketing Assistant</b>			
<b>Post ref:</b>			
<b>Band: NHS AfC: Band 4</b>			
<b>Service area: Corporate Communications</b>			
<b>Location/base: Home working with some travel required</b>			
<p>Job purpose:</p> <p><b>Reporting to the Communications and Marketing Manager, this role supports the marketing communications team in promoting the work of Bradford District Care NHS Foundation Trust, working with colleagues across the organisation. You will be part of a dynamic, award winning team that delivers a broad range of internal and external communications activity, including broad-based campaigns.</b></p>			
<b>Attributes</b>	<b>Essential criteria</b>	<b>Desirable criteria</b>	<b>How Identified</b>
QUALIFICATIONS	<p>A' Levels or equivalent.</p> <p>Degree or equivalent knowledge (through experience) in marketing communication and/or PR.</p>	<p>4 A-Levels A-C</p> <p>BA (Hons) in a relevant degree (eg. communications, marketing)</p>	<p>Application Form</p> <p>Interview</p> <p>Certificates</p>
TRAINING	<p>Undertaken necessary training as required by this role</p> <p>PR / communication, inc. traditional and digital media, design and print.</p>	<p>Qualification or experience of print/design, photography.</p>	<p>Application Form</p> <p>Interview</p>

EXPERIENCE	<ul style="list-style-type: none"> <li>• Experience in a communication role. Experience of digital media activity - web/social - and familiar with the broad range of digital channels.</li> <li>• Experience of writing and issuing media releases and media handling.</li> <li>• Able to produce accessible copy for use across a range of communication channels - web, print, e-bulletins etc.</li> <li>• Experience of using own initiative.</li> <li>• Internal communications activity.</li> <li>• Print/design, branding.</li> <li>• Experience of building effective networks and relationships.</li> </ul>	<ul style="list-style-type: none"> <li>• Has a working knowledge of the NHS.</li> <li>• Experience of print and production techniques.</li> <li>• Evidence of guiding/ supporting others on communication work.</li> <li>• Working knowledge of a broad range of promotional tactics (events, stakeholder liaison, print, digital, media etc).</li> <li>• Evidence of continued professional development.</li> </ul>	Application Form Interview
KNOWLEDGE	<ul style="list-style-type: none"> <li>• Microsoft Office including Teams, Excel, CMS.</li> <li>• Understanding of how to tailor content for different media, specifically press, web, print and social channels.</li> </ul>	<ul style="list-style-type: none"> <li>• Design skills.</li> </ul>	Test Presentation
SKILLS	<ul style="list-style-type: none"> <li>• Able to communicate effectively and professionally at all levels.</li> <li>• Excellent organisational and planning skills - able to handle a number of projects at one time and prioritise work to meet deadlines.</li> <li>• Ability to exercise initiative and work to tight deadlines whilst remaining</li> </ul>		Application form Interview

	<p>calm; knows when to escalate.</p> <ul style="list-style-type: none"> <li>• Excellent team player.</li> <li>• Able to translate and communicate complex information clearly and appropriately.</li> <li>• Good judgement skills.</li> <li>• Excellent interpersonal skills.</li> <li>• Able to establish and maintain good/ effective relationships - strong customer focus.</li> <li>• Knows when to escalate issues.</li> <li>• Good attention to detail.</li> <li>•</li> </ul>		
ATTITUDE/APPROACH	<ul style="list-style-type: none"> <li>• Motivated and resourceful - can-do approach.</li> <li>• Able to maintain high standards of diplomacy and confidentiality.</li> <li>• Ability to contribute effectively in meetings.</li> <li>• Able to work autonomously and manage own workload, prioritise and meet tight deadlines.</li> <li>• Able to work consistently and effectively.</li> <li>• Flexible working patterns to meet requirements of role eg. staff awards event.</li> <li>• Professional approach to work.</li> <li>• Strong customer focus.</li> </ul>		Application form Interview



PHYSICAL	Able to fulfil Occupational Health requirements for the post (with reasonable adjustments if necessary)		Occupational Health Screening
GENERAL	<p><b>BDCFT requires all its staff and prospective employees to carry out your duties in line with Trust Equality policies and procedures, including relevant legislation, to deliver and promote equity of access to healthcare and equality of opportunity at work at all times.</b></p> <p>Ability to travel between a number of work locations for work purposes.</p>		Application Form Interview