

# Senior Communications Officer

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Reports to: Assistant Director for Communications and Media

Grade: D

Location: London/Leeds/Agile/home working

## About the NHS Race and Health Observatory

The NHS Confederation is the membership organisation that brings together, supports and speaks for the whole healthcare system in England, Wales and Northern Ireland.

NHS England has funded an independent Race and Health Observatory and has commissioned the NHS Confederation to host the Observatory in its initial stages. The Observatory's role is to address the long-standing inequalities facing Black, Asian and ethnic minority patients, communities, and the healthcare workforce.

## About the Role

The Senior Communications Officer will support the Observatory's independent work to:

- Facilitate new, high-quality, and innovative research and evidence
- Make evidence-based strategic policy recommendations for change
- Support practical implementation and improvement

The Senior Communications Officer will provide support to the Assistant Director for Communications and Media, including managing media enquiries..

The postholder will:

- deal proactively with media enquiries
- maintain the media database and log enquiries
- upload website content
- monitor media coverage
- draft copies for board summaries and communication plans for report and workstream announcements.

The postholder will work as part of the wider Observatory team to support all aspects of communications and media relations including work with key stakeholder organisations and Observatory's Board and steering groups.

The role will require an individual with excellent organisational skills and an ability to prioritise a busy workload. The postholder will need to develop excellent working relationships with colleagues both within and outside the organisation.

There will be a requirement for the postholder to be included in an out-of-hours media rota and on occasion, attend meetings on behalf of the Assistant Director for Communications and Media where appropriate.

## Responsibilities

### **Media relations:**

- Liaise with journalists to promote research, news releases and setting up interviews
- Draft press releases, statements and features
- Updating content to the Observatory website
- Manage the Observatory's social media (Twitter, LinkedIn, Dot Digital) platforms
- Write, edit, proof read copy for internal and external publications, working to tight deadlines
- Maintain a database of national, Black, Asian and minority ethnic, regional, local and trade media contacts and records of media coverage..
- Manage a media database and media monitoring system
- Write across a number of communication channels and platforms including press, social media, website, marketing collateral – leaflets, posters, and stakeholder content

### **Strategic communications planning:**

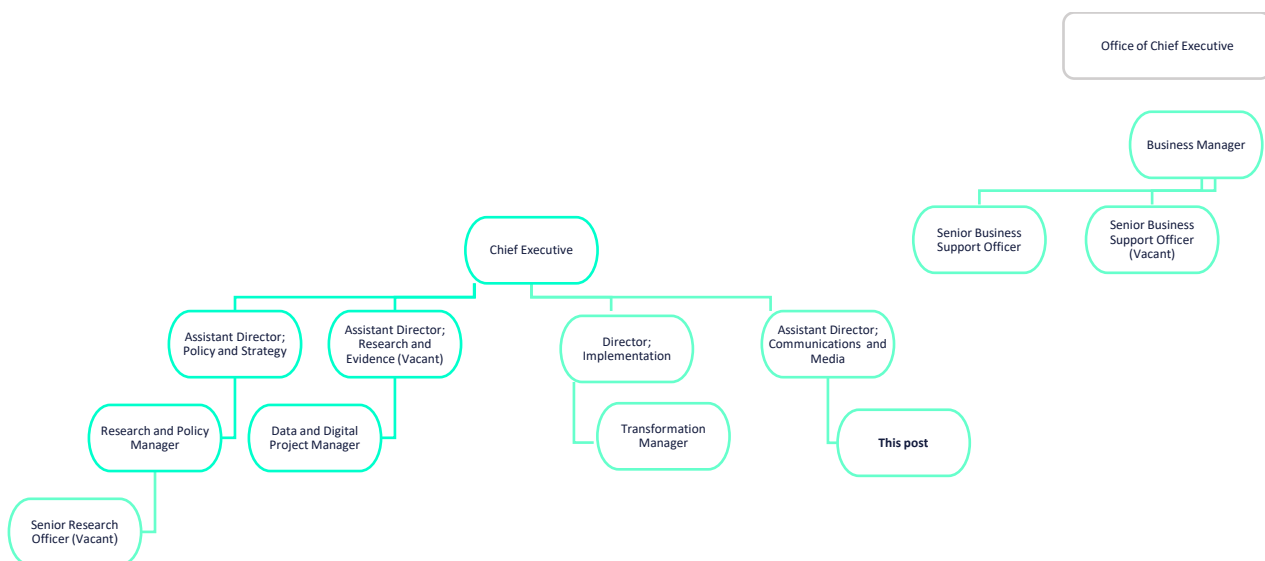
- Write timely strategic communications plans for Observatory reports, papers and other outputs
- Support the Assistant Director for Communications and Media in planning, design and implementation of communications, marketing and PR campaigns from conception to evaluation
- Engage and organise stakeholders with different, and sometimes challenging, interests and perspectives so that they can plan, work together and communicate across a broad range of complex workstream programmes

- Prioritise, plan and manage own time to meet deadlines and schedules
- Run communications campaigns (external, internal, stakeholder, media), and to draft responses to media requests on sensitive or complex issues
- Project manage communications campaigns, manage events, press conferences, webinars, photo calls and visits.
- Support the development and help manage an annual programmes of communications and media relations activity around reducing health inequities

### Analysis and judgement:

- Summarise complex corporate reports and reviews into plain summaries for broad audiences
- Innovation and ability to develop and implement creative solutions to complex and challenging problems
- Offer constructive criticism, to design and introduce improvements and drive change
- Comfortable with complex facts, data and reports requiring analysis

## Structural Chart



# Person Specification

## Essential criteria

1. Experience of using traditional and digital media (Twitter, LinkedIn, Dot Digital), using media databases and uploading website content.
2. Experience of writing press releases, media statements, web content, handling media enquiries and briefing and supporting with media interviews.
3. Experience of developing strategic communications plans for reports, publications and announcements.
4. Ability to write regular content for website, weekly email news summary and monthly subscriber newsletter.
5. Experience of planning, delivering and supporting a range of events, including conferences and awards and capturing images for publication.
6. Ability to work independently to deadlines, plan and prioritise own work to ensure delivery of key objectives.

## Desirable criteria

1. Knowledge of contemporary health, race and equality policy, understanding of UK political environment and current health policy developments.
2. A member of CIPR/PRCA.
3. Evidence of continuing professional development with strong communications and engagement element.