

<b>JOB DESCRIPTION</b>	
<b>Job title:</b>	Communications Officer (Fixed Term Maternity Cover)
<b>Team/Department:</b>	Strategy and Transformation
<b>Location:</b>	Main place of work as agreed
<b>Hours of work:</b>	As agreed, and in accordance with the contract of employment
<b>Job title the post holder will report to:</b>	Head of Communications
<b>Job titles of the staff reporting to the post holder:</b>	None applicable
<b>Date the role profile was revised:</b>	August 2024

**JOB PURPOSE**

As our Communications Officer you will play a key role in implementing our communications strategy to improve engagement within and outside the organisation. Your main purpose will be to enhance IC24’s visibility, reputation, and engagement by developing and executing strategic communication plans.

Primarily focused on internal communications, you will develop and manage various channels, including newsletters, corporate publications, employee engagement initiatives and the intranet, ensuring that all content is consistent, accurate, and aligned with IC24’s goals and values.

With a background in communications, you’ll be experienced in using your initiative and leading on bespoke communications projects from end-to-end, evaluating success and managing multiple stakeholder priorities.

You will also be a strong writer and be confident in developing content for a broad range of internal and external audiences such as news articles, briefings, Q&As and blogs.

In this role, you will collaborate with different departments to gather information, create compelling narratives, and respond to enquiries. Your work will be instrumental in shaping public perception, driving brand awareness, and fostering a positive relationship between IC24 and its internal and external stakeholders.

Delivering the highest quality patient care is at the heart of what we do at IC24. Investing in, developing our people and creating a great employee experience is key to our ability to retain great people and raise the bar on quality. This role will play a key role in supporting the achievement of these goals.

As a social enterprise, we reinvest our reserves into our business, so we continue to deliver value for money to keep our costs to a minimum.

## KEY RESPONSIBILITIES AND ACCOUNTABILITIES

- Deliver the organisation's Communications Strategy, translating strategy into clear and concise communications that anyone can understand, recognise and relate to.
- Research, write, and edit articles for internal newsletters and bulletins that inform staff about important updates, achievements, and initiatives. Manage the creation and distribution of IC24's main weekly newsletter.
- Take the lead on key organisational project communications such as the delivery of integrated urgent care, or mobilisation of new services. Develop briefings and Q&As.
- Create strong impactful copy for a range of external audiences. Write articles, web and intranet content, blogs and other written material as required.
- Update and maintain information on the IC24 intranet and website, including creating and uploading documents and images.
- Research and write content for the company's annual reports.
- Contribute to the organisation's social media strategy through developing content
- Contribute to various employee engagement initiatives such as our staff networks and Colleague Resource Groups.
- Coordinate and create content for monthly town hall meetings.
- Set up and support internal surveys to better understand the needs of our people and to improve engagement across the organisation.
- Contribute to the development, planning and implementation of communications campaigns.
- Increase engagement by using the most effective channels and using audience segmentation to communicate with our people to land campaigns.
- Seek to continually improve communication channels, making recommendations and implementing ideas by working in partnership with other communications and digital colleagues.
- Develop the employee brand internally in partnership with People and Culture.
- Build and maintain relationships with key internal and external stakeholders.
- Contribute to the organisation of IC24's Annual General Meeting.
- Project manage and prioritise communications requests in shared inboxes, working with stakeholders from across the organisation to deliver communications in a timely manner.

### **COMMUNICATION AND KEY WORKING RELATIONSHIPS**

The post holder must be able to demonstrate excellent communication and interpersonal skills at all times, and build and maintain good working relationships with all stakeholders including the following:

- Executive team and Board
- Information, Communication and Technology teams
- Locality management teams
- External stakeholders including those within the NHS and media.

### **ENVIRONMENT**

IC24 is a major not for profit Social Enterprise company currently providing innovative primary care services designed to deliver quality and affordability. IC24 is solutions-focused, providing a comprehensive portfolio of services aimed at improving access and reducing the demand on secondary care services by helping to avoid unnecessary admissions and facilitating early discharge.

Going forward, the company is committed to supporting and enabling better integration between health and social care and more effective alliances between partners from different sectors as essential to delivering seamless services. IC24 has considerable experience of working in complex, demographically challenged environments and the Board is keen for the organisation to be proactive in improving standards of care and patient safety, while delivering value for money too in the health economies it which it operates. Critical to this is building strong professional relationships and alliances with third parties; working with them in a way that maximises the benefits of their involvement.

We are proud of our status as an NHS primary care social enterprise, and how we deliver social value to the communities we serve and contribute to the wider NHS plans to deliver carbon 'Net Zero' and sustainability. To find out more on this and to view our Social Impact Report, please click [here](#).

### **HEALTH AND SAFETY**

The post holder will be required to comply with the duties placed on employees of IC24 as set out in the Health and Safety at Work Policy and related procedures. The post holder has a legal obligation to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law and following recognised codes of practice.

#### All Colleagues

You have a duty to take care of your own health and safety and that of others who may be affected by your actions at work. You must cooperate with managers and other colleagues to help everyone meet their legal requirements under health and safety law, and not to interfere with or misuse anything that's been provided for your health, safety, or welfare.

#### Managers

You must ensure you know and understand your responsibilities as defined in our health & safety policies and associated guidance documents. You must identify and assess any risks to people, property, or the environment and ensure all colleagues you have responsibility for, are aware of all our health and safety policies, understand issues arising from risk assessments, site inspections etc. and deal with any associated concerns. You must ensure that all accidents or incidents involving colleagues within your responsibility, are properly reported, and investigated and that regular inspections are undertaken and recorded to eliminate potential hazards and minimise risks.

#### Directors

You must ensure that all colleagues and teams within your region and/or department(s), effectively manage health and safety in line with all our health & safety policies and guidance documents.

### **EQUALITY AND DIVERSITY**

IC24 has a Diversity and Inclusion Policy to ensure that no job applicant or employee is discriminated against either directly or indirectly on the grounds of disability, marital status, sex, race, colour, nationality, ethnic or national origin, sexual orientation, age, religion or political opinion, whilst attracting talented recruits and retaining experienced employees.

IC24 is committed to promoting equal opportunities and diversity and will keep under review its policies, procedures and practices to ensure that, in addition, all users of its services are treated according to their needs.

### **INFORMATION GOVERNANCE**

Information is vitally important for the safe clinical management of patient care and the efficient administration of services and resources, including our workforce. Information Governance is a framework to enable IC24 to handle personal and corporate information appropriately.

It is the responsibility of our entire workforce, regardless of employment status, to ensure they abide by the requirements of Information Governance as set out in the Data Security & Protection Policy.

### **SAFEGUARDING CHILDREN AND VULNERABLE ADULTS**

IC24 is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All colleagues and volunteers are therefore expected to behave in such a way that supports this commitment. You will be responsible for safeguarding the interests of children and adults who you come into contact during your work. To fulfil these duties, you will be required to attend training and development to recognise the signs and symptoms of abuse or individuals at risk, to follow local and national policy relating to safeguarding practice and to report and act on concerns you may have appropriately.

### **DISCLOSURE AND BARRING SERVICE CHECKS**

IC24 will require a DBS check for appropriate roles which is a mandatory requirement and a condition of the employment offer.

All posts are assessed on their eligibility for the post holder to be required to undertake a DBS check. For posts that have been assessed as exempt from the provisions of the Rehabilitation of Offenders Act 1974, IC24 will require the post holder to undertake an enhanced DBS check with barred list checks. For posts that have been assessed as being in a position of trust, IC24 will require the post holder to undertake a basic DBS check.

This post has been assessed as requiring a basic DBS check.

### **REHABILITATION OF OFFENDERS ACT 1974**

Some posts have been assessed as being exempt from the provisions of the Rehabilitation of Offenders Act 1974 and in these cases IC24 will require the post holder to disclose all convictions, whether spent or unspent.

This post has been assessed as not being exempt from the provisions of the Rehabilitation of Offenders Act 1974; therefore, the post holder is not required to disclose any spent convictions.

### **PERFORMANCE AND DEVELOPMENT REVIEW**

This job description will be used as a basis for conducting an individual Performance and Development Review between the post holder and the manager.

### **VARIATIONS**

This job description describes the main purpose and key responsibilities and accountabilities of the post. The post holder may be required to undertake any additional duties or responsibilities as may reasonably be required.

This job description is a guide to the nature and main duties of the post as they currently exist, but it is not intended as a wholly comprehensive or permanent schedule and it is not part of the contract of employment.

To reflect changing needs and priorities, some elements of this post may be subject to change and where required, any appropriate communication or consultation with the post holder will be undertaken prior to making any changes.

**PERSON SPECIFICATION**

Requirements	Essential	Desirable	How identified
<b>Qualifications and training</b>	Graduate Calibre	Professional qualification in communications, public relations, journalism or equivalent.	Application, Certificates & Interview
<b>Experience</b>	<p>Impactful experience in a Communications role.</p> <p>Experience managing or coordinating communication campaigns or initiatives, often involving multiple stakeholders.</p> <p>Proven ability to manage multiple projects with tight deadlines.</p> <p>Experience of communications systems and channels both internal and external, covering the media, printed and on-line.</p> <p>Evidence of preparing promotional and campaign materials.</p> <p>Experience of writing reports, press releases &amp; articles for publication.</p> <p>Media handling.</p> <p>Use of digital and social media.</p> <p>Working with the senior leadership team to translate strategic plans into meaningful communications that can be understood by different audiences.</p> <p>Interest in the health sector.</p>	<p>Knowledge of InDesign.</p> <p>Able to shoot and edit video and audio</p> <p>Previous experience in the not-for-profit sector/NHS</p> <p>Working with a Content Management System (CMS)</p>	Application & Interview

Requirements	Essential	Desirable	How identified
	Full clean driving licence and access to your own vehicle with business use insurance		
<b>Practical skills</b>	<p>Strong communicator with the ability to engage a range of stakeholders.</p> <p>Can make decisions and prioritise effectively.</p> <p>Initiative, flair and experience to deal with internal and external stakeholders.</p> <p>Ability to be calm and collected under pressure</p> <p>Ability to work independently, and with initiative.</p> <p>Ability to produce high quality work at speed and to strict deadlines.</p> <p>A high degree of motivation and flexibility.</p> <p>Influencing skills.</p> <p>Excellent prioritisation skills and ability to manage own workload.</p> <p>Ability to adapt style of content according to audience.</p> <p>Confident in providing tactical communications advice to senior colleagues, including Executive and Board level.</p>		Application & Interview



Requirements	Essential	Desirable	How identified
<p><b>General</b></p>	<p>Demonstrates the values daily.</p> <p>A positive 'can do' attitude and looks for solutions.</p> <p>Ability to work individually and as collaboratively as part of a team.</p> <p>Energy, innovation and fresh ideas..</p> <p>Prioritises the right outcome for the team above personal achievement.</p> <p>Proactive with attention to detail.</p> <p>Excellent interpersonal skills and communication both face to face, written and over the phone.</p> <p>Creates mutually beneficial partnerships.</p>	<p>Facilitating group activities and focus groups</p>	<p>Application &amp; Interview</p>