

Job description and person specification

Londonwide LMCs & Londonwide Enterprise Ltd

Job Description

Job title:	Communications Officer
Accountable to:	Director of Communications
Responsible to:	Head of Communications and ICT
Job purpose	To provide support to the communications team in the provision of effective internal and external communications advice and support to colleagues. This includes maintaining website content, monitoring/posting on social media and media monitoring.
Main responsibilities	<p>To support the Head of Communications and ICT in preparing relevant communications materials and information.</p> <p>To ensure all communications activity is in line with the communications strategy.</p> <p>To devise, plan and project manage the production of social media campaigns, including identifying and approaching internal and external contributors.</p> <p>Produce bespoke multimedia content for use across various channels.</p> <p>To monitor national, local, specialist and social media, including producing regular reports.</p> <p>To identify multiple data sources which meet intelligence needs, extract, compile and present reports for senior leadership.</p> <p>To support the delivery of a responsive, proactive and effective multimedia service.</p> <p>To support the design, production and distribution of a broad range of communications materials, including e-marketing using member database information.</p> <p>To support other members of the communications team in the planning and delivery of campaigns.</p> <p>To assist with the design; writing; editing; proof reading and co-ordination the production of a broad range of internal and external publications, including information and literature to support campaigns.</p>
Strategic/operational scope	<p>The post-holder will be in possession of complex, confidential and sensitive information and will need to be able to influence and persuade colleagues on an appropriate communications approach.</p> <p>The post-holder will have to deal with complex messages and occasional hostile audiences in a way that promotes Londonwide LMCs' values and behaviours.</p>

Relationships	<p>The post-holder will need to develop effective relationships with colleagues and respond promptly and appropriately to requests for help and support.</p> <p>To develop good working relationships with communication colleagues in other organisations and agencies to ensure joint working opportunities are maximised.</p>
Knowledge	<p>To ensure the Company website, intranet and social media channels are regularly updated with the latest information– including ensuring corporate information is checked on a regular basis.</p> <p>To design and create a wide range of posters, displays and publications for use internally and externally using specialist software such as Photoshop.</p> <p>To support the creation of innovative design concepts for campaigns.</p> <p>To monitor and present communications analytics to inform the development of strategies, plans and reports.</p> <p>To support gathering information and drafting statements for responses to media enquiries.</p> <p>To assist with surveys and other feedback techniques to evaluate the communications function both internally and externally.</p> <p>To arrange digital photography and ensure the digital photo library is appropriately maintained.</p> <p>To keep up to date with national policy, new health initiatives and partner organisations’ strategies and plans and how these impact locally on Londonwide LMCs/ Londonwide Enterprise Limited (LEL).</p> <p>To assist in the production of key corporate documents including the Annual Report.</p> <p>To be responsible for keeping up to date with best practice and new techniques in communications, particularly in respect to multimedia.</p> <p>To assist with arranging corporate events, photocalls and interviews, as appropriate.</p>
Communication	<p>To build effective relationships with colleagues.</p> <p>To provide marketing and communications advice to colleagues.</p> <p>To support the communications team in effective information sharing across all relevant communication channels.</p> <p>To advise colleagues on the appropriate usage of corporate identity guidelines and visual brand.</p> <p>To support dissemination of press statements and media responses.</p>

Londonwide Enterprise Ltd	To work jointly in the interests of LEL, undertaking work for LEL as required.
Place of work and Travel	This role is based at the company's London offices in Tavistock Square, although regular homeworking is supported. Travel to the office (commuting) or to external meetings in a timely way is required according to business need.
Technical	Utilise information and communications technology (ICT) including word processing, spreadsheets, databases, internet, email, electronic diary etc. in order to achieve the objectives of the post.
Policies and procedures	To be familiar with Londonwide LMCs / LEL policies and procedures and act in accordance with them at all times.
Appraisal	Participate in the appraisal system and attend regular supervision meetings with the line manager.
Data protection and confidentiality	To treat information appropriate confidentiality, complying with the requirements of the 2018 Data Protection act and subsequent guidance implemented by the Information Commissioner's Office.
Health and Safety	To contribute to creating a healthy and safe environment by following the safe systems set out in the Health and Safety policy. To be familiar with this information and to act in accordance with it.
Equality	Operate at all times within an equality framework, upholding the principles of the company's equality policy.
Other duties	Undertake any other duties as required in order to fulfil the objectives of the post.
Review	This job description will be subject to regular review and Londonwide LMCs / LEL reserve the right to amend or add to the duties and responsibilities listed. The post holder is required to be flexible in developing the role in accordance with changes in the NHS and with the changing agenda, policies and priorities of Londonwide LMCs / LEL.

Post holder name	
Signature	
Date	

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Person Specification

Criteria		Essential	Desirable	How tested
1. Qualifications	Degree or equivalent In a related arts/media subject	Yes		A,D
2. Role Experience	Experiences in the field of communications/public relations Responding to media/social media questions. Preparation of briefings and background materials. Health / membership organisation experience	Yes Yes	Yes Yes	I I,A A,I
3. Task experience	Use of social media as part of a multi-media approach. Designing, editing and producing a broad range of communications materials. Experience in graphic design.	Yes Yes	Yes	I,A I A
4. Specialist knowledge	The ability to think creatively and to assess the merit of design work.		Yes	P
5. Key skills	Demonstrates a high level of attention to detail. Excellent written and verbal communication skills. Excellent presentation skills.	Yes Yes Yes		A,P A,P P
6. Interpersonal skills	Able to build and maintain effective relationships with people at all levels internally and externally.	Yes		I
7. Strategic/operational exposure	The ability to grasp complex issues and concepts.	Yes		I
8. Record of delivery	Has participated in successful (social) media campaigns.	Yes		A,I
9. Technical skills	Proficient in Microsoft Office(Word, Excel, PowerPoint). Proficient in Adobe Creative Suite / InDesign / Photoshop or similar. Experience of working with content management systems.	Yes	Yes Yes	A, P

	Experience of writing and editing for website and intranets. Experience of using databases for marketing purposes.		Yes Yes	
10. Continuous professional development	Connected to professional network Keeps up to date with technical innovation.		Yes Yes	A,I