

## **Communications Coordinator**

Department:	<b>Communications</b>
Salary:	£26,570-£29,913
Hours of work:	Full time. Flexible working hours/options compatible with the role can be discussed.
Base:	Cambridge. We offer flexible working arrangements. Our staff combine on-site and remote working, enabling us to come together when it matters most and promote a healthy work-life balance.
Reports to:	Senior Content Manager
Closing date for applications:	Midnight, 12 Feb 2023
Date of Interview:	TBC

### **About Eastern AHSN**

Our purpose at Eastern AHSN is to turn great ideas into positive health impact.

We were established by the NHS to convene all partners in the health sector, to develop and deliver innovative solutions in health and care. Our focus is the East of England, but we are also part of a national network which enables us to deliver at scale.

Citizens, academia, health services and industry will achieve more working together than they will in isolation. Our job is to make this happen. We do this by helping innovators to navigate complex systems, generate value propositions and connect stakeholders to overcome challenges together.

<https://www.easternahsn.org/>

### **Our values and commitment to equity, diversity and inclusion**

Eastern AHSN is fully committed to being an inclusive employer, affording equity of opportunity and welcoming applicants from broad and diverse backgrounds.

Staff at Eastern AHSN have come together to co-produce our values and expected behaviours. Our values focus on providing trusted expertise, being inclusive, kind and collaborative in all our working relationships and implementing innovations that truly matter to our communities and partners.

### **What are we looking for?**

We are looking for colleagues who share not only our values but also our enthusiasm and commitment to making a difference for our communities. We are united by being dynamic, curious, creative and adaptable. We appreciate the value of evidence and also enjoy trying new and different approaches to solving problems and are comfortable with ambiguity, often-changing plans and unanticipated challenges.

## **Job summary and purpose**

The post-holder will work as part of Eastern AHSN's Communications team, supporting the Senior Content Manager and the Senior Stakeholder and Engagement Manager to deliver Eastern AHSN's communications strategy. You will work across Eastern AHSN, supporting our teams to drive effective engagement with and tell our story to our stakeholders across the East of England and beyond. The role will include creating and sharing engaging digital content across our website and social media channels and monitoring and reporting on our content's performance. You will need planning skills, an eye for detail and a creative approach to storytelling to deliver high quality work against tight deadlines.

As well as supporting the corporate communications team, there will also be opportunities to support Eastern AHSN's core healthcare innovation projects with communications and public relations support.

## **Key responsibilities**

- Support the Senior Content Manager to review, develop and update the organisation's website
- Support the coordination of a digital content schedule across all channels for the organisation, including horizon scanning for creative communications opportunities.
- Ensure that content follows brand guidelines and tone of voice
- Draft, collate (including copyediting & proofreading where necessary) & upload high quality, engaging content to the website.
- Design, create and distribute newsletters using Eastern AHSN's email marketing platform.
- Support evaluation of Eastern AHSN's channels, including website, social media and the newsletter.
- Flag areas of the website(s) which may need updating to ensure content is kept fresh and all out of date content is removed.
- Day-to-day support for the wider communications and engagement activity, including administration, inbox management, copy writing, basic graphic design, media planning, internal communications, events and project support.

## **Corporate and personal responsibilities**

- Promote equal opportunities and affirm that staff, colleagues, patients, and others who encounter Eastern AHSN are afforded equality of access, experience and outcomes
- Observe Eastern AHSN's equity, diversity and inclusion pledges in every aspect of your work, avoiding any behaviour which discriminates against colleagues, potential employees, patients, or partners on any grounds
- Uphold and promote the organisation's values
- Work flexibly and collaboratively with others to achieve the organisation's goals and support its values
- Support the organisation in creating an environment that values risk management and promotes the highest standards of health and safety for Eastern AHSN's employees, supported by policies and procedures as appropriate

- Ensure up to date knowledge is maintained and comply with current data protection laws and company data protection and confidentiality policies and procedures
- Ensure that we only operate within our remit of not offering clinical advice
- Adhere to all company policies and procedures and any applicable legislation

## Person specification

Competence	Essential requirements
Qualifications and training	<ul style="list-style-type: none"> <li>• A levels</li> <li>• Degree or professional qualification</li> </ul>
Knowledge	<ul style="list-style-type: none"> <li>• Knowledge of what makes a good story and how to pick the right channel to effectively communicate</li> <li>• An understanding of the UK healthcare system would be beneficial.</li> </ul>
Skills	<ul style="list-style-type: none"> <li>• Demonstrable experience in delivering digital communications programmes across a variety of audiences.</li> <li>• Understanding of content marketing tactics, such as SEO, digital advertising and social media marketing (including paid campaigns).</li> <li>• Comfortable administrating a website and analytics platform.</li> <li>• Excellent personal organisation skills, including the ability to prioritise, plan, work to tight deadlines and manage a range of complex administrative demands.</li> <li>• Able to exhibit a high level of confidentiality, tact and diplomacy.</li> <li>• Demonstrable experience of working as part of an effective and supportive team culture.</li> <li>• Eye for detail – experience in proof reading items such as promotional flyers, invites, brochures and handouts.</li> <li>• Competent IT skills, including in MS Teams/Zoom, Outlook, Word, Excel, and PowerPoint.</li> <li>• Creativity and familiarity with graphic design (Canva, Adobe InDesign, Photoshop and Illustrator) would be beneficial.</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Experience in working in a journalism, communications or public relations environment.</li> <li>• Evidence of strong writing skills</li> </ul>
Right to work in the UK	<ul style="list-style-type: none"> <li>• Applicants must be able to provide evidence of their right to work in the UK at the point any job offer is made</li> </ul>

## Personal development responsibilities

- Understanding and awareness of own personal development needs

- Maintenance of a compliant professional portfolio where required

## **Key relationships**

*Internal* - all Eastern AHSN employees will be expected to form key relationships within the organisation relevant to the role.

*External* - in addition, the successful appointee will need to develop and build relationships with external colleagues as relevant to the role. These may include, but are not limited to, relationships with:

- Operational colleagues within partner organisations:
- NHS Trusts and NHS Foundation Trusts
- Care Quality Commission
- Local Government
- Integrated Care Systems and commissioning bodies etc.
- NHS England and NHS Improvement
- Third sector organisations
- Patient Advisory Groups/Services

## **Benefits of working at Eastern AHSN**

As part of the benefits package, Eastern AHSN's employees are entitled to 27 days of annual leave plus bank holidays (pro rata for less than whole-time equivalent) and are offered a company pension (employer contribution up to 10% of annual salary) as well as a cycle to work scheme. In addition, all employees have unlimited access to the company's well-being programme which is fully confidential. Team members on secondments will remain on their employer's terms and conditions.

*This job description is intended as an outline of the general areas of activity and will be amended in the light of the changing needs of the organisation.*