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**JOB DESCRIPTION**

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| **Job title:** | **Senior Communications Officer** |
| **Reporting to:** | Head of Communications and Marketing |
| **Salary Range and scale:** | HQIP Band D (£33,575 – £45,425), depending upon experience |
| **Contract type:** | Permanent |
| **Hours:** | 37.5 hours per week (1.0 WTE) working remotely/from home |

**About us**

The Healthcare Quality Improvement Partnership (HQIP) is a consortium of the Academy of Medical Royal Colleges, the Royal College of Nursing and National Voices. The vision is that HQIP will be a major force in professionally led quality improvement in healthcare in the UK. One major area of work is the commissioning and management of the national clinical audit and patient outcomes programme which we undertake on behalf of NHS England.

**Our vision**

HQIP aims to improve health outcomes by enabling those who commission, deliver and receive healthcare to measure and improve our healthcare services.

**Our values**

HQIP is an independent organisation which works in partnership with patients and healthcare professionals, to influence and improve healthcare practice at all levels. We seek to be open and accountable and pledge to listen, learn and respond as part of an ongoing cycle of improvement.

**Our work and how it achieves our vision and values**

* HQIP commissions, manages, supports and promotes national and local programmes of quality improvement. This includes the National clinical audit programmes, local audit support resources and the National Joint Registry on behalf of NHS England and other healthcare departments and organisations. HQIP uses best management and procurement practice to ensure robust results and actionable recommendations
* HQIP ensures patients and carers remain at the heart of our work through continued, strategic involvement in all relevant processes and projects
* HQIP supports healthcare professionals to review and improve their practice by providing opportunities to share best practice, through education and training programmes, as part of promoting an integrated approach to quality improvement
* HQIP works to inform and influence national healthcare policy by effectively communicating its work and that of its partners
* HQIP encourages wide use of robust data for quality improvement of care, offering patient choice, promoting patient safety, supporting revalidation and service accreditation, commissioning, service redesign, and research
* HQIP is committed to be an efficient, sustainable, well-run organisation, which supports staff development and welfare
* Further information can be found at [www.hqip.org.uk](file:///C:\Users\local_Chris.Dadson\INetCache\Content.Outlook\7LO14NTV\www.hqip.org.uk\)

**JOB PURPOSE SUMMARY**

This post will deliver the organisation’s day-to-day communications activities, both on- and off-line, helping to build HQIP’s external profile and influence, and extending our reach and impact. The post holder will take a leading role in the planning, creation and delivery of our communications activity, creating engaging content for a variety of channels, using design, content creation and copywriting skills.

The post holder will be part of the Communications team reporting to the Head of Communications and Marketing.

**KEY RESPONSIBILITIES/DUTIES**

**Website**

* Manage the HQIP and HQIP-hosted websites using our Content Management System (CMS), producing, editing, maintaining and obtaining approval for content as required
* Publish regular news, reports and resources to ensure on-going relevance of the sites
* In particular, ensure timely publication and sharing of embargoed national clinical audit outputs
* Work with internal colleagues to ensure content is up to date and relevant
* Work with our third-party web hosting and development partner on the ongoing improvement and development of the website, in line with audience need
* Support the management of digital content assets.

**Internal and external communications**

* Ensure communications and engagement with internal and external stakeholders are well-planned and appropriately managed, ensuring timely sharing via relevant channels of all resources, outputs and news from across the organisation
* Using our Customer Relationship Management (CRM) software, manage the drafting, building and sending out of a number of effective stakeholder email communications, ensuring that all outputs are shared but via the right communication channel
* Source content for and draft and distribute HQIP’s weekly internal email newsletter
* Source content for and publish up-to-date and relevant blogs
* Support the design of new, and development of existing, communications.

**Social media**

* Maintain social media accounts, including drafting and posting regular relevant and engaging social media content for Facebook, Twitter and LinkedIn
* Utilise multimedia content, including gifs, infographics and images
* Connect with key stakeholders across the sector using relevant hashtags and tagging, to extend reach beyond the clinical audit community
* Work with the wider organisation to respond to all queries coming through social channels quickly and accurately, and with consideration to organisational reputation.

**General communications**

* Support content for and the sharing of publications including, but not limited to, impact reports, guides, eLearning, videos and the HQIP magazine
* Deliver communications for two awards schemes and an annual national awareness campaign to celebrate the impact of clinical audit
* Support HQIP to maintain and extend its reach across the sector, researching, maintaining and communicating effectively with a range of target audiences, including the communications teams of key stakeholder organisations
* Support the promotion of advisory and other services through joined-up communications across all channels
* Support attendance at appropriate events and conferences e.g. liaising over speaker opportunities and literature placement opportunities. Support the organisation and delivery of HQIP on- and offline events
* Feed into strategic communications planning.

**Additional responsibilities / duties**

* Maintain and support the management of an up-to-date comms plan and calendar, updating to reflect new, changed and delivered activities and maintaining the communications manual
* Liaise with colleagues across the organisation to ensure a timely flow of news and updates for sharing, including – but not limited to – reports, programme news, tenders, benchmarking and resources, and patient-focused outputs
* Manage the organisation’s email enquiries on a daily basis, identifying appropriate responder(s) and ensuring responses are sent/followed up. In particular, this includes appropriate management of media & PR enquiries
* Undertake small design and image preparation projects e.g. infographics, templates and images for on- and offline communications and publications
* Produce a range of audience-specific content, including images, award toolkits, video stories, gifs, infographics, blog posts, case studies and other content
* Maintain an up-to-date date suite of resources including images and presentation slides
* Compile monthly analytics on all communications activities, and contribute to the departmental monitoring of evaluation statistics and KPIs.
* Support feedback to and the review of communications activities, through the development of online surveys
* Keep abreast of sector news as well as professional, technological and digital best practice, methods and services that could enhance the role or team
* Work to and develop guidance to quality assure outputs and adoption of changing best practice
* The post is home-based. Some travel to meeting and events will also be required
* Any other duties as may be reasonably expected and which are commensurate with the level of the post.

**Person Specification**

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|  | Essential | Desirable | Tested through  **A - application**  **I - interview** |
| Qualifications / Education | * Educated to degree level or equivalent | • A relevant qualification in journalism, communications or marketing | A |
| Knowledge/ skills and  expertise | * A strong understanding of on- and offline communications activities, channels and content * At least five years’ experience in a communications role, including use of website CMS (preferably WordPress), blog publishing and email CRM platforms to develop and publish e-newsletters and other comms * At least three years’ experience of managing corporate social media accounts * Evidence of creating engaging and informative content for on- and offline communications, including audio-visual and graphics * Experience of producing analytics and online surveys, with knowledge of social media reporting tools, email marketing reporting tools and Google Analytics * Basic knowledge of design and image manipulation platforms e.g. Canva * Experience of researching and developing stakeholder relationships, both on- and offline * Ability to support senior colleagues in the design and production of publications and other printed materials * Experience of supporting on- and offline events, including webinars * Experience of managing a comms calendar, working with colleagues to ensure timely flow of news, and previous use of work planning tools, such as MS Teams Planner * Strong organisational and administrative skills, including experience of MS Office packages (including Word, Excel, PowerPoint) | * Experience of managing web development projects * Some basic coding skills with HTML knowledge * Experience of supporting the delivery of awards, campaigns and the marketing of services * Experience of working in or knowledge of the healthcare sector * Experience of supporting senior colleagues with PR & media enquiries | A/I |
| Skills, aptitudes and abilities | * Can work independently and use own initiative, seeking support as needed * Excellent communications skills, in particular, an ability to compile accurate and engaging copy from technical materials including report summaries and case studies * Strong interpersonal skills including the ability to work with colleagues, senior leaders, partners and key stakeholders * Proven ability to multi-task, prioritising activities and delivering to tight deadlines, often under embargo, with minimum supervision * Can see tasks through to completion, ensuring they are completed on time and with a high degree of accuracy * Can spot opportunities for the development of strong and engaging content | * Past experience of managing external enquiries and/or proven customer service skills | A/I |
| Physical  characteristics | * Ability to work from home effectively * Flexibility to travel to Central London for occasional meetings and events. |  | A |