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**JOB DESCRIPTION**

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| **Job title:** | **Communications Officer** |
| **Reporting to:** | Head of Communications and Marketing |
| **Salary and scale:** | £32-38,000 FTE, depending on experience |
| **HQIP Band** | D / E, depending on experience |
| **Contract type:** | Permanent |
| **Hours:** | 37.5 hours per week (1.0 WTE) working remotely/from home – flexible working requests, minimum of 25 hours p.w., will be considered |
| **Annual leave** | 30 days plus public holidays (pro rata for part-time) |
| **Pension** | Company’s Group Personal Pension scheme, with generous employer’s contribution |

**About us**

The [Healthcare Quality Improvement Partnership (HQIP)](http://www.hqip.org.uk) is an independent, not-for-profit organisation led the Academy of Medical Royal Colleges and the Royal College of Nursing. A long-term partner of NHS England, our primary aim is to support improved health outcomes for everyone through high-quality, evidence-informed, patient-centred healthcare. As such, we enable robust quality improvement through clinical audit, registry data and other evidence, as well as a range of support and guidance to drive improvements in patient outcomes.

More specifically, HQIP runs two of the largest healthcare programmes of their kind. Firstly, we commission and manage the [National Clinical Audit and Patient Outcomes Programme (NCAPOP)](http://www.hqip.org.uk/national-programmes) on behalf of NHS England, the Welsh Government and others. This programme covers the [National Clinical Audit Programme](http://www.hqip.org.uk/a-z-of-nca) and [Clinical Outcome Review Programmes](http://www.hqip.org.uk/clinical-outcome-review-programmes) which comprise of circa 40 projects that collect and analyse healthcare data, in order to provide a national picture of care for a wide range of conditions from asthma to vascular health. We also host the [National Joint Registry (NJR)](http://www.hqip.org.uk/national-programmes/joint-replacement-surgery-the-national-joint-registry), which collects and analyses data relating to performance outcomes in joint replacement surgery, and currently holds around 3.7 million orthopaedic records.

Further information can be found at [www.hqip.org.uk](http://www.hqip.org.uk)**.**

**Purpose of the position**

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 maximise the impact of our work. The post holder will take a leading role in the planning, creation and delivery of our communications activity, producing engaging content for a variety of channels, and sharing that content to extend reach among target stakeholder audiences.

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 website using our Content Management System (CMS), producing, updating, obtaining approval for, and publishing engaging content
* Create and publish regular resources and news, to ensure on-going relevance of the sites
* In particular, ensure timely publication and sharing of embargoed national clinical audit reports and related outputs
* Work with internal colleagues to publish updates and 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
* Support a website redevelopment project.

**External and internal email communications**

* Ensure email communications 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
* Source content for, and create, appropriate content for each of our email newsletters
* Using our email marketing software, manage the drafting, building, checking and sending out of regular stakeholder email communications, ensuring that all outputs are shared in an appropriate tone for each audience
* Support the design of new, and development of existing, email communications.

**Social media**

* Maintain HQIP’s social media accounts, drafting and posting regular relevant and engaging content
* Utilise multimedia content, including infographics, images, gifs and videos etc
* Connect with key stakeholders across the sector, researching and using key handles and relevant hashtags to extend reach
* Monitor and respond to notifications to maximise engagement
* Work with the wider organisation to respond to queries coming through social channels quickly and accurately, and with consideration to organisational reputation.

**General communications**

* 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
* Source and create content for, and publish, impactful news, blogs, case studies and other online content
* Support the sharing of HQIP resources, outputs and services for maximum impact, researching and utilising sector channels as well as HQIP channels
* Deliver communications, and provide support, for HQIP’s annual national campaign to celebrate the impact of clinical audit, and its associated awards scheme
* Provide support for HQIP events and webinars, on- and off-line, utilising our online event hosting platform and supporting logistics
* Support preparation for attendance at sector events and conferences e.g. liaising over speaker opportunities
* Feed into strategic communications planning.

**Additional responsibilities / duties**

* Maintain and support the management of an up-to-date online shared comms plan, updating to reflect new, changed and delivered activities
* Demonstrate accuracy, working with others to proof-read and quality assure all outputs
* Compile regular analytics on all communications activities, and contribute to the departmental monitoring of trends, evaluation statistics and KPIs.
* Undertake simple online design and image preparation, including images, award toolkits, gifs and case studies
* Act as a brand champion, supporting others with branding and content, and maintaining an up-to-date date suite of resources including images and presentation slides
* Manage, and distribute internally, all day-to-day enquiries coming into the organisation via email. In particular, this includes appropriate and timely sharing of media & PR enquiries internally
* Support feedback to and the review of communications activities, through the development of online surveys
* Keep abreast of relevant sector news as well as professional, technological and digital best practice, methods and services that could enhance the role or team
* The post is home-based. Some travel to infrequent meetings and events will 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 experience in a communications role | • A relevant qualification in communications or marketing | A |
| Knowledge/ skills and  expertise | * At least five years’ experience in a communications role, with a strong understanding of communications on- and off-line activities and channels * Proven experience in managing websites, using CMS platforms (preferably WordPress), and email CRM platforms to develop and publish e-newsletters * At least three years’ experience of managing corporate social media accounts * Evidence of creating engaging and informative content for on- and offline communications, including text, images, infographics, gifs etc * Ability to support senior colleagues in the development and production of news and other materials * 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 supporting on- and offline events, including webinars * Experience of managing a comms calendar, working with colleagues to ensure timely flow of news, as well as 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, and campaigns * Experience of working in, or knowledge of, the healthcare sector * Experience of supporting senior colleagues with PR & media enquiries * Experience of creating multi-media and video content | A/I |
| Skills, aptitudes and abilities | * Must be able to demonstrate high levels of accuracy and a commitment to quality assurance * Can work independently and use own initiative, seeking support as needed * 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 * A ‘can-do’ attitude, delivering at a multitude of levels, as required * Strong interpersonal skills including the ability to work with colleagues, senior leaders, partners and key stakeholders | * 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 |