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| **1.** | **JOB IDENTIFICATION** |
| **Job Title:** Senior Communications Officer**Responsible to:** Deputy Director of Communications **Department(s):** Communications and Public Engagement**Directorate:** Corporate Communications**Operating Division:** NHS Greater Glasgow and Clyde**Job reference:****No of job holders:** 4**Last updated: 09 July 2024**  |
| **2.** | **JOB PURPOSE** |
| Responsible for development and implementation of marketing and communications strategies, media relations, digital communications, internal communications and brand management, and producing high quality, engaging content for a variety of audiences across a number of channels.Manage the release of information to the media and provide reputational management support and advice.  |
| **3.** | **DIMENSIONS** |
| The following are dimensions particular to the post:Communications to around 41,000 staffCommunications to over 1.3million peopleBudget; £4.4billionThe post impacts upon the whole organisation, and as such, the post holder must have the capacity to influence and provide professional advice at all levels. |

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| **4.** | **ORGANISATION** |
| Director of Communications and Public EngagementDeputy Director of CommunicationsPublic Affairs ManagerX4 Senior Press Officers This postX2 Internal Comms OfficersWeb/Multimedia leadGraphic DesignerWeb Officer |
| **5.** | **ROLE OF DEPARTMENT** |
| As an organisation we are committed to ensuring that the voices of patients, carers, wider public, staff and our communities can influence and shape the design, development and delivery of our services.The Corporate Communications and Public Engagement Directorate is responsible for informing, explaining and engaging with the all public stakeholders, patients, and partners – including the media – on all aspects of NHSGGC. It plays a key role in supporting the organisation to demonstrate transparency and accountability.The Communication’s key responsibilities include:* Creating and delivering fully integrated campaigns for staff and the public
* Proactive and reactive media handling including a 24 hour on-call service, media monitoring and relationship building, liaison with SG communications and other local partners and other stakeholders
* Preparation for emergency comms handling with full remote capability
* Internal communications to 41,000 staff
* Digital communications, including full technical support and information maintenance of the NHSGGC website, and corporate social media and YouTube accounts
* Event management, including Ministerial visits, Royal visits, Celebrating Success Event(s), Annual Review
* Graphic design.

The Patient Experience Public Involvement Team also reports to the Director for Communications and Public Engagement.The Team provides expert advice to support the organisation fulfil its statutory duties in relation to the Patients’ Rights (Scotland) Act 2011, the Carers Act (Scotland) 2017, the Community Empowerment (Scotland) Act 2015 and ensure that the perspective of patients, service users, carers and public are central to the business of the organisation.The Team delivers a comprehensive, structured approach to support patient and public involvement including the design and delivery of engagement and consultation processes (including major service change) in line with national guidance ‘Planning with People’. |
| **6.** | **KEY RESULT AREAS** |
| * Plan, shape, deliver and evaluate insight-based communications strategies and campaigns – including media, digital content and stakeholder engagement.
* Initiate, develop and deliver PR and marketing activities that promote the reputation of NHSGGC, supporting the maintenance of a strong positive public image of our staff and services and ensuring optimum coverage is achieved
* Manage proactive and reactive media communications, including:
* Point of contact for incoming enquiries from journalists to develop timely responses in line with NHSGGC’s corporate view
* Proactively sell in stories to press and broadcast media
* Monitor media and respond to inaccurate/misleading content particularly where there is reputational risk
* Build and maintain good relationships with journalists
* Co-ordinate interview bids
* Participate in a one in four on-call rota
* Develop and review media plans to ensure activities reflect NHSGGC strategic direction and the emerging news agenda.
* Handle high profile and sensitive media issues.
* Demonstrate strong editing skills to enquire quality and timely press releases, rebuttals and lines to take in response to developing stories.
* Analyse media monitoring results to assess the effectiveness of media strategies and inform future proactive and reactive media campaigns.
* Prepare clear, high quality content for a wide range of channels and audiences.
* Ensure communication products are cost effective and delivered to a high quality, representing value for money.
* Develop and implement a range of communication strategies to ensure complex and sensitive information is disseminated to the media and the public in an effective manner. These strategies are often required to address cynicism or hostility against NHSGGC policies and service decisions
* Ensure, as part of the media desk, that NHSGGC is fully supported in terms of media relations support during any incidents or outbreak. This includes advising on media issues, multi-agency liaison and negotiating with staff to ensure a co-ordinated approach to external communications is taken.
* Be prepared to deal with a major incident or emergency when it arises. This includes co-ordinating a press response from NHSGGC, managing “on the ground” media presence at all hospital sites, liaising with other agencies to ensure that all press statements are consistent and signed off by the lead agency, organising interviews with key staff, keeping NHS staff and staff from other agencies informed and attending regular meetings about the management of the incident/emergency to advise on communication issues
* Lead in the development of key events/visits including media support preparations
* Social marketing campaign development, delivery and evaluation
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| **7.** | **SYSTEMS, EQUIPMENT AND MACHINERY** |
| * Microsoft package including: word, excel, powerpoint, outlook
* Intranet
* WordPress
* Mailchimp
* Web and social media including analytics
* PC/laptop
* Mobile phone
* Vuelio media management system (or equivalent)
* Media issuing service
* Photocopier
* Digital camera and sound equipment
* Freedom of Information (Scotland) Act
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| **8.** | **ASSIGNMENT AND REVIEW OF WORK** |
| Workload is generated by the needs of the service and also assigned by the Deputy Director of Communications. Key annual objectives are set by the Deputy Director of Communications. However, achieving objectives and adapting to changing circumstances requires the post holder to be proactive in determining personal priorities and self-generating tasks and new objectives. |
| **9.** | **DECISIONS AND JUDGEMENTS** |
| On a daily basis the post holder is required to make complex judgments and decisions on often contentious and sensitive issues ranging from patient related scenarios to corporate issues. Typical judgments would include: deciding on whether or not a news story could be detrimental to the organisation, flagging the issue up to senior staff and taking steps to ensure damage limitation (eg readying the media statement in agreement with the Chief Executive); deciding on whether or not the department needs to find a spokesman to be available for interview (depending on the complexity and sensitivity of the subject matter, this might be decided along with the Chief Executive).Dealing with the media is a time pressured situation and the post holder must have the ability to analyse and interpret information speedily in order to make informed judgments and decisions within tight timescales.The post holder must make decisions out of hours, judging if any enquiry relates to a major issue/incident (eg disease outbreak or environmental contamination) and taking immediate responsibility for the issue and subsequent actions. |
| **10.** | **MOST CHALLENGING/DIFFICULT PARTS OF THE JOB** |
| * Working in the context of the most extensive modernisation/re-organisation of NHS services in the history of NHSGGC – leads to involvement in high profile, highly controversial issues
* Managing multiple campaigns including effective long-term planning and delivery
* Managing relationships with journalists
* Working under the pressure of a serious incident or emergency. This requires the post holder to ensure all press statements are agreed by all concerned; dealing with difficult press enquiries in relation to the incident or emergency; making quick decisions about what information can be released and when; ensuring all relevant people (senior health staff, Scottish government, other agencies) are kept up-to-speed on latest developments and/or statements; dealing with misinformation and rumours; working long hours without a break; and maintaining professionalism at all times, no matter how difficult the circumstances
* Assimilate and understand complex issues and situations, make rapid decisions on them within tight timescales and then communicate them in plain English both externally and internally whilst also ensuring the organisation is put across in the best possible light
* Communicating clearly and persuasively with staff, public and media by articulating complex issues
* Handling and prioritising multiple tasks under pressure
* Reacting to new challenges that may occur out of hours
* Protecting confidential and sensitive material while under direct pressure from the media
* Ensuring timeous briefings to board members on emerging media issues
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| **11.** | **COMMUNICATIONS AND RELATIONSHIPS** |
| **Internal:**Frequent/regular contact with:Chairman, Chief Executive, Executive Directors, senior managers, senior clinical/medical staff, other staff within NHSGGC and the communications team.**External:**Frequent/regular contact with:* Media – local, regional and national broadcast and print
* Local authorities and other organisations
* Scottish Government officials
* Scottish Government health and social care directorate
* Communications leads from other health organisations
* Patients, public or their representatives
* Suppliers and agencies
* User and voluntary organisation
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| **12.** | **PHYSICAL, MENTAL, EMOTIONAL AND ENVIRONMENTAL DEMANDS OF THE JOB** |
| **Physical*** Constant use of computer and keyboard
* Travel to locations within board area and on occasion to other locations within Scotland

**Menta**l* High level of stress due to complexity of tasks and challenging deadlines
* High level of stress regarding on call media duties – which includes evenings, nights and weekends – enquiries can come at any time when at home and can be about virtually any subject
* High levels of stress during major emergency incidents
* Stressful situations encountered when deputising for the Deputy Director of Communications

**Emotional*** Need to handle sensitive information, sometimes of a distressing nature
* Must remain calm in difficult and time pressured situations
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| **13.** | **KNOWLEDGE, TRAINING AND EXPERIENCE REQUIRED TO DO THE JOB** |
| Degree level education or equivalent in a relevant discipline such as media, journalism or significant experience in a communications environment | Essential |
| Current experience in a media/communications/PR role | Essential |
| Knowledge of government in Scotland and an understanding of the role of the Scottish Parliament and NHSGGC | Desirable |
| Excellent communication skills | Essential |
| Experience in social media and knowledge of emerging media | Essential |
| Computer literate, keyboard skills | Essential |
| Experience in the development, delivery and evaluation of communications campaigns | Essential |
| Organisational and project leadership and management skills (to manage and progress a range of projects and responsibilities simultaneously) | Essential |
| Creative thinker | Essential |
| Excellent interpersonal skills | Essential |
| Strong written and presentation skills | Essential |
| Self-starter outgoing and team player | Essential |
| Ability to work under pressure to tight deadlines and to deliver a range of projects at one time | Essential |
| Ability to empathise with people on sensitive issues | Essential |
| Driving licence  | Desirable  |
| Video filming and editing skills | Desirable |

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| **14.** | **JOB DESCRIPTION AGREEMENT** |  |
| Job holder’s signature: *Neil McSeveny* Date: 10/07/24Head of Department signature:  Date: 10/07/24 |  |