

ROLE DESCRIPTION

Communications Assistant

NHS Providers

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Job title:	Communications Assistant
Initial term:	One year fixed contract
Reporting to:	Deputy Director of Communications
Salary:	£23,000
Location:	Westminster
Website:	www.nhsproviders.org

About NHS Providers

NHS Providers is the membership organisation and trade association for the NHS hospital, mental health, community and ambulance services that treat patients and service users in the NHS. We help those NHS foundation trusts and trusts to deliver high-quality, patient-focused care by enabling them to learn from each other, acting as their public voice and helping shape the system in which they operate.

NHS Providers currently has all 229 NHS trusts in England in membership, collectively accounting for £73 billion of annual expenditure and employing over one million staff.

Our vision is to be an outstanding membership organisation for all NHS providers, unrivalled in the influence, voice and support we offer members. Our mission is to support trusts to deliver high-quality, sustainable NHS care for patients and service users.

NHS Providers is a member-owned charity with a board of elected trustees working with and for our members to promote a vibrant and sustainable NHS public provider sector.

Purpose of this role

To play a key role in supporting the delivery of the communications activities of NHS Providers, reporting to the deputy director of communications. The Communications Assistant will work across our media relations activities as well as digital and social media, publishing, marketing, branding, member communications and events. This is a great opportunity to work in a high profile communications team for a major national organisation engaged in health policy and practice.

Nature and scope

The public profile and influence of NHS Providers has grown significantly over the last few years under the leadership of chief executive Chris Hopson. Our high performing communications team has played a key role in this. As we develop our offer further, we are looking to recruit an ambitious individual to play a key role across our communications activities.

The postholder will be primarily responsible for supporting the deputy director of communications and senior media and communications officer in the delivery of

communications activities for our major projects and campaigns including reports, as well as enabling us to respond effectively to developments in the external environment. Tasks will include managing newsletters, liaising with and developing media contacts, identifying content for and scheduling social media messages, and creating content for our website.

This is an exciting opportunity for someone who is passionate about communications and is looking to build their experience and expertise in a high profile national organisation. The role is busy and varied and the successful candidate will get wide-ranging experience working across a number of key communications activities. You will also be supported to develop your expertise through training and ongoing support and development.

Accountabilities

- Support the management of our press office, helping to ensure we respond effectively to media enquiries and that we have robust systems and processes.
- Work closely with teams across the organisation to deliver content for our communications channels including the website, social media and newsletters.
- Help to plan and schedule content for the corporate social media account, ensuring regular content and consistent messaging.
- Support work on information bulletins that go to trusts, working with colleagues using our email platform, advising on style, branding, content and analytics.
- Support on the production of digital and print publications.
- Work closely with our designer and communications officer to develop and maintain an image library for use across the website, social media channels and publications.
- Support the marketing manager to coordinate marketing activity across all channels for the annual events programme, including our flagship annual conference and exhibition.
- Help to coordinate content and production for onsite materials and branding for key annual events.
- Help to review and update member and stakeholder data in the customer relationship management system.
- Help to collect a range of performance indicators that will enable us to monitor and evaluate the impact of our communications activities.
- Contribute to the use of new and emerging technology that can be used to strengthen NHS Providers' digital communication strategies.
- To support the director of communications with team-based management and administration, including maintaining our work planners and overseeing budgets.

Experience and understanding

- Some experience of working in a busy communications environment.
- A broad grasp of the media landscape is desirable.
- Some experience/knowledge of the health sector is desirable but not essential.
- A broader awareness and interest in public policy is desirable.

Knowledge and skills

- Good writing and copy editing skills for a variety of channels and audiences.

- Knowledge of digital communications, including website, social media, email service provider and customer relationship management system is desirable.
- Ability to work collaboratively as part of a broader team, recognising the importance of integrated communications.
- Ability to develop productive, professional working relationships with internal colleagues, stakeholders and suppliers.
- Ability to act on initiative, to work under pressure and exercise judgment.
- Good personal presentation and verbal communication skills.
- Attention to detail with good organisational skills.
- Ability to work under pressure, to tight deadlines, and to prioritise workload.
- IT literacy – knowledge of Word, Excel and PowerPoint are highly desirable.
- Some knowledge of Photoshop is desirable.