NHS
University Hospitals Birmingham
NHS Foundation Trust

Join us at UHB

We are defined by our people

Building healthier lives

Welcome from our CEO

Jonathan Brotherton

Dear Candidate,

Thank you for your interest in working with us here at University Hospitals Birmingham NHS Foundation Trust (UHB).

Please take some time to read through this application pack to gain a better understanding of our Trust in general, this role in particular, and why UHB is a great place to work.

UHB is one of the largest teaching hospital trusts in England, serving a local, regional, national, and international population. We employ around 22,000 colleagues and are committed to investing in your training, development, health and wellbeing and future career with us.

We see and treat more than 2.2 million patients every year across our four hospital sites - Good Hope, Heartlands, Queen Elizabeth Hospital Birmingham and Solihull Hospital - and through our community services and clinics. We are centres of excellence in many clinical specialties.

But it's not just our patients we invest in at UHB; we also invest in our staff. In fact, we believe we are defined by our people, not the state-of-the-art equipment or facilities we work out of. We have high standards and we want to build healthier lives for patients and our teams, wanting you to enjoy your job, and flourish in it.

To reinforce this commitment, we recently refreshed our values after hearing from over 1,400 colleagues about what made them proud to work at UHB

We will be:

Kind: the kindness that people show to each other every day
Connected: the connections we build with everyone around us
Bold: the ability to be bold in how we think, speak and act

We hope you find this pack useful and look forward to receiving an application from you for this role within our Trust.

Yours sincerely,

Jonathan Brotherton
Chief Executive Officer

JOB DESCRIPTION

Job Title	Digital Marketing Coordinator
Pay Band	6
Department	R&D
CDG	HIWM (WMAHSN)
Reports to	Communications Lead
Professionally Responsible to	Head of Corporate Services

JOB SUMMARY

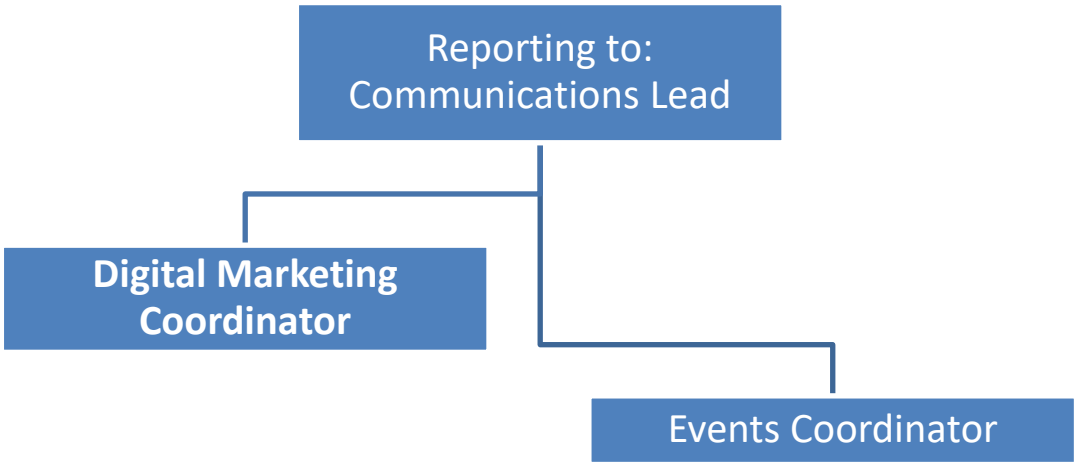
We require a creative, organised and dynamic Digital Marketing Coordinator to join our communications team. You will play an active role in planning and delivering our internal and external communications campaigns, creating engaging content for our digital channels.

You'll be joining a complex organisation that takes pride in what we do; working to bring partners together to support the development and adoption of innovations for patient benefit and promote innovation opportunities to improve health outcomes within our region.

As an experienced and collaborative communicator, you'll thrive off building relationships and maximising opportunities with staff across the organisation as well as external partners and stakeholders. We're looking for someone who can bring fresh and creative ideas for increasing engagement with our stakeholders on digital channels and developing and owning the tactical stakeholder engagement communications plan.

The postholder will be expected to act as a communications generalist working across a number of disciplines: internal communications and engagement; social media marketing; website development and continual review; external communications and stakeholder engagement; event management; and some media relations.

TEAM/DEPARTMENT STRUCTURE CHART



KEY SKILLS

- Excellent oral and written skills
- Strong editing and proofreading skills
- Responsible for producing a wide range of communications materials for different channels, such as newsletters, leaflets and press releases
- Responsible for using content management systems and writing for the web
- Experience of using social media channels for an organisation/ company, including the use of analytics
- Evidence of design creativity both in briefing external agencies and in developing in-house materials
- Ability to create content for digital channels, including video production and editing
- Previous project management experience or experience working on large-scale projects that have an element of communications or staff engagement
- Meeting and event organisation
- Knowledge of branding and marketing (colour schemes, logos, social media)
- Good understanding of evaluating and measuring performance and improving engagement across digital channels
- Good analytical skills: able to digest, analyse, interpret and communicate complex information
- Ability to determine the appropriate course of action where analysis and judgement of a range of complex and potentially conflicting information is required
- Effective interpersonal, negotiating and influencing skills
- Ability to establish positive relationships with people at all levels
- Ability to establish and maintain effective networks both within and outside the organisation
- Ability to multi task and work under pressure
- Ability to deliver on tight deadlines
- Good working knowledge of maintaining confidentiality and implementing data protection legislation requirements
- Excellent knowledge of the full range of Microsoft Office applications (Outlook, Word, PowerPoint, Excel, Publisher)

- Develop and support the implementation of the communications strategy, ensuring all activity is complementary to the overarching HIWM business plans
- Advanced keyboard skills
- Able to work as part of a team and autonomously
- Comfortable with working predominantly from home, but willing to travel to Birmingham office several times per month
- Willingness to occasional working of unsocial hours (in the event of a conference for instance).

KEY RESPONSIBILITIES

PROJECT MANAGEMENT

The post holder will be required to plan complex activities for both external and internal audiences. The post holder will be responsible for the delivery of a comprehensive programme of information, which will include:

- Organising and project managing communications initiatives and campaigns
- Providing communications support and collateral, adopting a 'digital first' approach
- Supporting the delivery and promotion events, road shows and presentations on behalf of the organisation
- Coordinating activities across different departments or disciplines
- Commissioning photographers, designers, suppliers, ensuring this is within the annual budget held by the Head of Corporate Services
- Oversight and input into communications budget, ensuring we do not exceed allocated finances for the year
- Identify and escalate communications risks and issues to senior members of the communications team for strategic input and handling.

The post holder will be responsible for supporting the Communications Lead in developing and implementing communications plans and actions plans, ensuring they are compatible with other Health Innovation West Midlands (HIWM|) key documents, objectives and plans and regularly reporting back progress to the relevant groups within the organisation.

The post holder will be required to analyse, interpret and compare options in relation to communications across the organisation's areas of business. They will tailor the presentation of complex facts or situations for dissemination to a wide range of both internal and external audiences. This will include determining how to run selected communications initiatives and how to respond to enquiries of a highly sensitive or complex nature.

SOCIAL & DIGITAL MEDIA

The post holder will be required to support social media and digital input and output, investigating better use of digital channels and tools and on social media. Responsibilities will include:

- Ensuring that the organisation's social media channels are an example of best practice and are always fresh, up-to-date and that the websites are optimised for search engines
- Liaising with all levels of staff across the organisation to develop and collect clear, accurate and engaging content (in written, image, audio, video and social media)
- Leading key projects to improve web and intranet content and functionality
- Writing, editing and distributing communications materials appropriate for different target audiences locally, regionally and nationally to effectively communicating our work an our impact
- Develop content and materials written in engaging, plain English language for digital channels, including e-newsletters, blogs, case studies and events listings
- Ensuring digital channels are used as an integrated communications tool.

INFORMATION MANAGEMENT & RESEARCH

There will be a regular requirement for the post holder to use a variety of software to produce reports, publications, and digital campaigns.

The post holder will be responsible for developing written communications material and using desktop publishing software to produce digital assets and multi-media presentations.

The post holder will also be responsible for:

- Evaluating the effectiveness of the campaigns and communications plans by carrying out surveys, audits and staff focus groups
- Researching existing communications techniques and resources

WORKFORCE AND CULTURE

- Work closely with project managers across HIWM, to support the effective delivery of their projects and maximise engagement with stakeholders
- Act as the day-to-day point of contact for select corporate and operational services; attending relevant meetings, developing an in depth understanding of the services and providing responsive advice and assistance.

BUDGETARY AND RESOURCE MANAGEMENT

The post-holder will be required to input into the development and management of the communications budget, which is developed bi-annually alongside business planning and held by the Head of Corporate Services.

For any commissioned activity, all finances will need to reflect the allocate budget and be signed off by the Head of Corporate Services.

The post-holder will be required to track all activity spend, to feed into the UHB finance review meetings, although they will not be required to attend.

MANAGEMENT , SUPERVISORY, TEACHING, TRAINING RESPONSIBILITIES

The post holder will be expected to deputise for the Communications lead for both internal and external Health Innovation Network meetings. Manage the publicity and promotion of the project(s) agenda with Project Managers, Project Support Officers and wider Corporate Services Team.

RESEARCH AND DEVELOPMENT

Post holder should identify opportunities for continuous improvement; show commitment to own professional development; demonstrate enthusiasm, willingness and ability to learn new skills. Creates momentum and excitement around initiatives and new approaches.

EFFORT -

Physical effort

- Willingness to occasional working of unsocial hours (in the event of a conference for instance).
- Able to support tasks associated with physical events, including support registration and set up of conferences

Mental effort

- Ability to learn new skill, develop and implement processes, maintain focus, complete tasks independently, make timely decisions in the context of a workflow.

Emotional Effort

- Strong communication skills
- Ability to work with staff at all levels of the organisation.

Working Conditions

- Comfortable with working predominantly from home, but willing to travel to Birmingham office several times per month.

TRUST VISION & VALUES
DO NOT AMEND THIS SECTION The Trust is clear on its vision and values and aims to make sure that they are reflected in all areas of activity. Our vision is simple; building healthier lives. Our values apply to every member of staff and help us in all we do and how we do it. They are: **Kind**: The kindness that people show to each other every day **Connected**: The connections we build with everyone around us **Bold**: The ability to be bold in how we think, speak and act
ADDITIONAL INFORMATION
This job description is designed to assist post holders with understanding what is expected of them in their role. University Hospitals Birmingham NHS Foundation Trust may ask them to undertake other duties, as required, which are not necessarily specified on the job description but which are commensurate with the grade of the post. The job description itself may be amended from time to time in consultation with the post holder, within the scope and general level of responsibility attached to the post. All post holders must take responsibility to ensure that they are aware of and adhere to all Trust policies, procedures and guidelines relating to their employment regardless of their position within the Trust.

Last Updated: November 2023 JE ID 391

PERSON SPECIFICATION

JOB TITLE: Digital Marketing Coordinator	
TRAINING, QUALIFICATIONS AND PROFESSIONAL REGISTRATIONS	
ESSENTIAL	DESIRABLE
• Degree or equivalent in a relevant field Communications/English/PR • A Level in English • Postgraduate qualification/experience in related field	
EXPERIENCE & KNOWLEDGE	
ESSENTIAL	DESIRABLE

• Significant experience working in communications or media role • Proven ability to build relationships with key external and internal stakeholders • Proven experience of managing projects • Detailed knowledge of how communications operates across internal and external communications, PR, media (print/broadcast and online) • Understanding the motivations and agendas of key stakeholders, understanding market and target audiences • Good level of political and social awareness • Good understanding of PR • Proven experience in developing dynamic social media content • Proven experience of managing website content and SEO	• Proven experience of events management • Proven knowledge of health sector/public sector/research
SKILLS & ABILITY	
ESSENTIAL	DESIRABLE
• Computer literate • Highly organised with attention to detail and the ability to meet tight deadlines • Effective written and verbal communication skills to produce materials relevant for target audience • Ability to analyse and interpret complex material and converting into an easy to understand format and language relevant to target audience • Effective planning skills • Strong IT skills: Excel, Word and PowerPoint • Able to effectively communicate complex, information to senior managers, staff and external agencies, and to adapt	•

communication style, as required, to different audiences • Ability to work under pressure. • Self-motivated with the ability to work autonomously and effectively within a team. • A desire to continue personal professional development, learn new technologies, updating skills and knowledge on an on-going basis. • Attention to detail • Excellent organisational and time management skills • Ability to prioritise tasks • Ability to support the day-to-day work of more junior staff • Ability to maintain confidentiality and deal with situations in a sensitive manner • Excellent presentation and report writing skills	
OTHER SPECIFIC REQUIREMENT	
ESSENTIAL	DESIRABLE
• On occasion there may be a need to work flexible hours to cover events/meetings etc • Comfortable with being predominantly based / working from home • Willing to come into Birmingham office on a regular basis	•