NHS

University Hospitals Birmingham
NHS Foundation Trust

Join us at UHB

Building healthier lives

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

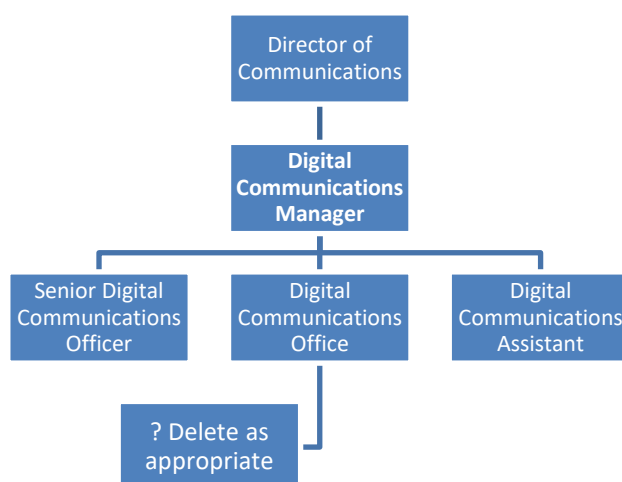| Job Title	Digital Communications Assistant
Pay Band	Band 4
Department	Communications
Division	Corporate
Reports to	Digital Communications Manager
Professionally Responsible to	Director of Communications

JOB SUMMARY

The Digital Communications Assistant will support the Digital Communications Manager and the rest of the Web Team in the development and delivery of the corporate website, intranet site and other associated sites. They will also support the main Communications team in the maintenance of the Trust's social media accounts and other digital communication channels, including screensavers, digital screens and email bulletins.

The post holder will ensure the quality control, and efficient service delivery of an extensive and complex range of information published on the Trust's sites.

The post holder will support the team in advising and liaising with content owners and providers to facilitate the professional electronic publication of relevant and up-to-date information on behalf of the Trust. They will also undertake administrative tasks, such as management of email requests made to the Web Team.

TEAM/DEPARTMENT STRUCTURE CHART

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            Director of
          Communications
                |
            Digital
         Communications
            Manager
    _____|_____
   |              |              |
Senior Digital  Digital      Digital
Communications  Communications Communications
   Officer      Office       Assistant
                 |
            ? Delete as
            appropriate
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KEY SKILLS

- Good communication skills – excellent written English and comprehension
- Proof reading and editing
- Front-end design and web development skills and experience – predominantly HTML, and preferably with CSS and JavaScript
- Extensions, frameworks and libraries associated with these code languages

- Ability to use content management systems to publish online information
- Organisational skills and the ability to prioritise
- Creativity
- Self-motivation

KEY RESPONSIBILITIES

- Uploading documents, and creating and editing pages on the websites and intranet sites on a day-to-day basis in accordance with IT policies and procedures
- Optimising and uploading images
- Assisting with the publication of email bulletins
- Implementing quality control on written and illustrative content
- Proof reading, checking and editing copy
- Coordinating content for the Trust's intranet site and website
- Designing and developing new web pages and sites, and adapting or updating existing pages in order to meet the requirements of Trust staff when requested, using code techniques and specialist content management software
- Implementing quality control for publishing of pages, documents, images and file management
- Ensuring the integrity and accuracy of online content
- Producing content in a style suitable for the intended audience
- Liaising with and advising content providers on potential material for the website and intranet, and provide assistance and advice as required
- Ensuring effective integration of print brands into website/intranet
- Working with the Director and Deputy Director of Communications, Digital Communications Manager, wider Communications team and print teams to maximise traffic to sites
- Publishing content to deadlines, adjusting at short notice, to ensure projects are completed within appropriate timescales, ensuring all changes comply with legislation and policies
- Integrating interactive functionality within content platforms (database interaction, email feedback etc), working with other development teams where necessary
- Staying up-to-date with relevant changes in the law and being alert to potential legal pitfalls
- Assisting the Communications team with generation of social media content as required
- Analysing information and assessing problems in the process of maintaining sites using CMS software

BUDGETARY AND RESOURCE MANAGEMENT

N/A

MANAGEMENT , SUPERVISORY, TEACHING, TRAINING RESPONSIBILITIES

We believe sharing knowledge should be a two-way street, so while we won't expect you to deliver any formal training, we look forward to learning from you while offering you opportunities to develop in this role.

RESEARCH AND DEVELOPMENT

N/A

EFFORT

- Mental effort:
  - You will be required to concentrate for long periods each day, and to understand and

interpret briefs
- o You will expected to adapt to an ever-changing workload, which ranges from small, ad hoc requests, to larger scale projects
- Working conditions
  - o This role offers options for a combination of time in the office and working from home
  - o You will be expected to cover the office for part of the week as part of the rota for the team
  - o The majority of your time will be spent using computer equipment

TRUST VISION & VALUES

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: …………………………………………………………….

PERSON SPECIFICATION

JOB TITLE: Digital Communications Assistant	
TRAINING, QUALIFICATIONS AND PROFESSIONAL REGISTRATIONS	
ESSENTIAL	DESIRABLE
• Minimum HND in Web Design or equivalent	
EXPERIENCE & KNOWLEDGE	
ESSENTIAL	DESIRABLE

- Sound working knowledge of computing and web development
- Good understanding of social media and best practice principles for its use
- Good understanding of user experience design, web accessibility and writing for the web
- Knowledge of web-based techniques and web publication requirements
- Working knowledge of website best practice, site management, usability, accessibility and design principles
- Design software, e.g.:
   o Adobe Illustrator
   o Adobe Photoshop
   o Adobe XD
   o Figma
   o Sketch
- Coding software, e.g.:
   o DreamWeaver
   o Visual Studio Code
- Latest browsers across multiple platforms
	- An understanding of communications in the NHS or commercial experience in a related field
	- Knowledge of:
	   o content management
	   o corporate design
	- Version management techniques and software (Git)

SKILLS & ABILITY	
ESSENTIAL	DESIRABLE
- Good communication skills – excellent written English and comprehension - Proof reading and editing - Front-end design and web development skills and experience – predominantly HTML and CSS - Ability to use content management systems to publish online information - Ability to organise self and service workload - Ability to use initiative - Ability to work independently within guidelines set by supervisor - Ability to be innovative and creative	- Coding with additional web development languages, e.g. JavaScript, XML and PHP - Extensions, frameworks and libraries associated with these code languages

OTHER SPECIFIC REQUIREMENT	
ESSENTIAL	DESIRABLE