

# Communications Adviser

## Communications

Overview	
<b>Role Purpose</b>	To support the Head of Communications and Senior Communications Advisers to provide comprehensive communications support and advice, and manage day-to-day communications processes
<b>Responsible for</b>	Communications support and advice for specific projects Producing copy for a range of channels and audiences Updating the communications team planner
<b>Reports to</b>	Head of Communications
<b>Line management</b>	N/A
<b>Tier</b>	9
<b>Expectation Level</b>	Colleague
Role relationships	
<b>Internal</b>	Colleagues at a range of levels Communications advisers and engagement officers Wider communications team
<b>External</b>	Suppliers

Role accountabilities
<p><b>Strategy and planning</b></p> <ul style="list-style-type: none"> <li>• Support the Senior Communications Advisers with the implementation of communications plans for key programmes of work in line with corporate priorities.</li> <li>• Take the lead on devising, implementing and evaluating communications plans for lower-risk, less complex projects/campaigns as directed by the Head of Communications.</li> <li>• Update the news planner and key dates and deadlines log to ensure all upcoming events are logged.</li> <li>• Support the Senior Communications Advisers with the production of regular internal and external publications.</li> </ul> <p><b>Collaboration and partnership working</b></p> <ul style="list-style-type: none"> <li>• Work collaboratively with the Head of Communications and Senior Communications Advisers to ensure that stories are published to all relevant channels in a timely manner.</li> <li>• Work collaboratively with colleagues at a range of levels in various departments to provide communications support and advice and create copy for relevant channels for specific projects.</li> <li>• Contribute to the weekly editorial meetings, providing updates on projects and taking on tasks as agreed with the Head of Communications and Senior Communications Advisers.</li> </ul>

## Role accountabilities

### Editorial and content

- Support the Senior Communications Advisers to draft a range of content for different channels and audiences.
- Work with others in the communications team to upload content to the intranet, website and other online channels including social media.
- Work with others in the communications team to review web analytics to gauge the impact of web and intranet activities relating to projects/campaigns.

### Other duties

- Take responsibility for the day-to-day monitoring of the communications and media inboxes and distribution of requests to relevant colleagues.
- Support the Head of Communications and Senior Communications Advisers to plan and execute regular events for all colleagues, such as the corporate strategy day and summer party.

### General

- Ensure you follow the financial regulations, policies and procedures at NHG.
- Ensure that you follow relevant Health and Safety policies and related procedures, keeping up to date with changes and taking action to maintain personal health and safety and that of others.

The tasks and responsibilities outlined above are not exhaustive; the post holder may undertake other duties as is reasonably required.

To do the job well, we have outlined the knowledge, experience, and skills you need to do the job.

## Personal Specification

### Professional expertise (know how & experience)<sup>7</sup>

#### Essential

- Experience of working in a communications team or similar supporting the delivery of campaigns and projects.
- Experience of working collaboratively with others to produce high-quality and co-ordinated communications.

#### Desirable

### Skills

#### Essential

- Excellent writing, editing and communication skills and ability to write for different communications channels, audiences and publications.
- Experience of using content management systems, multimedia packages, e-newsletter technologies and project management tools (desirable).
- Basic understanding of web analysis tools.
- Effective IT skills including basic MS Office skills

#### Desirable

### Qualifications and/or professional membership

#### Essential

#### Desirable

- A degree, HND (or equivalent) or professional qualification in communications or a related field, or comparable expertise gained through in-work experience.

## NHG Expectations

NHG expectations framework outlines what we expect from our staff at the five different expectation levels we have across the organisation.

This role is a **Colleague level** expectation level and therefore you should refer to the **Colleague level** expectation profile in addition to this role profile.

The full NHG expectations framework is available on our external job site page and intranet, Milo.

You'll be assessed on the knowledge, experience, skills, and expectations criteria at various stages throughout the selection process.