

Noah's Ark

Children's Hospital Charity
Elusen Ysbyty Plant



Job title:	Communications Officer
Location:	Home working and office based at Noah's Ark Charity, Noah's Ark Children's Hospital for Wales, Cardiff
Contract:	Permanent (with six months probationary period)
Reporting to:	Communications and Engagement Manager.
Job type:	Full time (37.5 hours per week) with some flexible working required
Salary:	£28,000

Introduction

The Noah's Ark Charity supports the Noah's Ark Children's Hospital for Wales in providing world class care, helping to ensure the best outcome and experience possible for children and their families.

Our aim as a charity is to create brighter todays and better tomorrows for the children of Wales. Having raised more than £22 million to build and equip the hospital, today we continue to work hand in hand with the NHS, providing funding for the most up to date equipment and facilities. We also fund support services for families like the play specialist team, who help children be children, despite the difficulties they are facing.

This is an opportunity for a driven, experienced professional to join a small but highly motivated team. The role is 'hands on' with a real opportunity to see the impact that your role and that of the wider charity makes to the children and families we support. For more information on the charity's work visit www.noahsarkcharity.org

Scope of role

The communications officer position will sit within the wider communications, events and engagement team, reporting directly to the communications manager. The primary objective of the role is to increase the reach and impact of the organisation, helping to convert awareness to action. The post holder will have a passion for helping children and families, supporting the management and development of the charity's brand. Demonstrating impact through dynamic marketing and compelling storytelling they will engage with both existing supporters and potential new audiences through a range of communications and engagement tools.

The post holder will be responsible for formulating and implementing promotional plans for charity events and support with the development of campaigns and projects. Working alongside colleagues as appropriate, the communications officer will also be responsible for developing supporter journeys and engagement comms through email administration and content development. They will support the communications manager in maintaining an engaging and dynamic audience focused content strategy and be responsible for the day to day management of the organisation's social media accounts.

Registered charity number: 1069485

Relationship to Cardiff and Vale University Health Board (UHB)

The charity is independent of but works closely with UHB and is based in the Noah's Ark Children's Hospital Wales - operated and managed by the health board. As such, we embrace the UHB's core values and example behaviours in our recruitment and appraisal processes and are guided by their operational policies. These values guide the way we work and the way we behave with others. Post holders will always be expected to behave in accordance with these values, demonstrating commitment to the delivery of high quality services to patient.

We care about the people we serve and the people we work with	Treat people as you would like to be treated and always with compassion
We trust and respect one another	Look for feedback from others on how you are doing and strive for better ways of doing things
We take personal responsibility	Be enthusiastic and take responsibility for what you do
We treat people with kindness	Thank people, celebrate success and when things go wrong ask 'what can I learn'?
We act with integrity	Never let structures get in the way of doing the right thing.

How to apply

Please submit your CV and a supporting statement to bethan@noahsarkcharity.org marked 'Private and Confidential.'

We shortlist candidates by matching details on your application form against the person specification, so please make sure your personal statement addresses the criteria provided. We are looking for clear evidence of your experience, skills and knowledge and we're interested in all relevant experience, including beyond paid employment, that might contribute to your ability to do the job. *We'd encourage to demonstrate how you'd be a good fit but also be honest with us if you feel there are aspects of the role that you have less experience in. **Please also attach or hyperlink two different examples of your own written work such as a blog, article or press release.***

The closing date for applications is **18 March 2022**. Shortlisting will be complete by **23 March**. If you are successful in being shortlisted we will be in contact to invite you for interview. If you have not had any communication from us by **31 March**, please take this to mean that your application has not been successful on this occasion.

Interviews for shortlisted candidates will be conducted in person at a location in Cardiff.

If you'd like to have an informal conversation about the role, please email communications and engagement manager, Bethan Simmonds on Bethan@noahsarkcharity.org to arrange a time.

Registered charity number: 1069485

Main duties and responsibilities

- Create, write and publish content to reach key audiences with an emphasis on social media and online activities to increase engagement.
- Demonstrate the charity's impact by writing strong and compelling case studies.
- Daily monitoring of the organisation's social media channels, engaging and responding to messages and forwarding information on to other colleagues where applicable.
- Oversee and develop content, design and processes for the organisation's website and ensure all existing content is up to date in order to increase visitors and converting people to action where applicable.
- Identify opportunities to raise the profile of the charity in line with its goals.
- Working closely with the event team, lead on the development and implementation of marketing and promotional plans to recruit event participants.
- Use donations, fundraising and event registration technology, Enthuse, to set up event sign up processes on the charity's website.
- Supporting the communications and engagement manager with content planning and take responsibility for assigned content development including blog posts, video and photography.
- Writing design briefs and managing the production and print process for projects and campaigns
- Monitor financial spend of agreed areas of responsibility, working within pre-determined budgetary restrictions.
- Ensure that we have strong digital and print materials, providing in house graphic design for online and offline channels in line with the charity's brand, mission and values.
- Work alongside the communications manager to hone and automate meaningful and engaging supporter journey comms to increase engagement.
- Assist and advise both colleagues and supporters with any brand needs or queries.
- Develop a good understanding of the supporter CRM database (Raiser's Edge), following best practice procedures for recording data, and input data accurately and efficiently.
- Increase our profile with local media titles, writing press releases, pitching features and responding to media enquiries when appropriate.
- Produce monthly analytics reports and event/campaign evaluations.
- Maintain a media coverage database.
- Monitor social media and online trends to ensure continual development of activities.
- Monitor and evaluate impact of communication activities to provide recommendations based on data insights.
- Provide support to all charity colleagues and undertake other administrative duties outside of the remit described when required

Organisational and team

- Develop and maintain an excellent understanding of the charity's work and how it links in with the hospital's directorate, frontline staff and families to achieve its goal.
- To ensure brand consistency in all communication and to champion brand awareness within the staff and volunteer team.
- Commit to regular communication and 1-1s with your line manager.
- Engage in continuous professional development to ensure that you are up-to-date with current trends and practices in your field of work.

Registered charity number: 1069485

- To work within, and actively promote, the policies and procedures of the charity, adhering to confidentiality policies and safeguarding procedures.
- Ensure that databases and records are maintained to a good standard.
- Commit to good working relationships with the Noah’s Ark Charity team and colleagues within the children’s hospital setting.
- From time to time the post holder may be required to perform other duties commensurate with their role and abilities as reasonably required, to facilitate the smooth running of the charity.

Personal specification

Criteria	Essential/Desirable	How/when tested
Qualifications	<p>Essential</p> <ol style="list-style-type: none"> 1. Educated to degree level or equivalent, or experience of performing well in a similar role 2. Evidence of continued learning and development 	Application and pre-employment checks
Experience	<p>Essential</p> <ol style="list-style-type: none"> 1. Significant experience of working across the range of communications disciplines. 2. Experience and/or knowledge of the charity sector. 3. Experience of engaging with a variety of audiences. 4. Experience of managing and developing websites. 5. Experience of using software applications for design and video editing. 6. Extensive experience of using social media a communication and engagement tool. 7. Experience of monitoring and evaluating online activities. 8. Experience of and ability to write creative and highly engaging online and offline copy e.g., blog posts, campaign copy, event advertising and supporter engagement emails. 9. Experience of brand management/acting as a brand ambassador 10. Experience of working with communication suppliers e.g., designers, copywriters and printers 11. Good budget management skills. Ability to record and control expenditure. <p>Desirable</p> <ol style="list-style-type: none"> 12. Experience of building relationships and working directly with service users/members of the public, often in highly emotive situations. 13. Experience of event marketing 	Application and interview

Skills	<p>Essential</p> <ol style="list-style-type: none"> 1. Excellent written communication skills, including the ability to communicate complex subjects to external audiences. 2. Excellent digital communications skills – especially with social media. 3. Excellent organisational skills with the ability to manage a busy and demanding workload and meet deadlines 4. Excellent IT and digital skills (Including Microsoft 365 and website CMS 5. Thorough with a high attention to detail and deadlines 6. Ability to build and foster positive working relationships with a range of internal and external stakeholders 7. Evaluation and benchmarking skills to inform planning and activity. 8. Creative, with an eye for good design. 9. A keen interest in keeping abreast of developments across the third sector and, where relevant, using that knowledge to suggest new and innovative ways of working within your own role. 10. A strong news sense, being able to spot and write stories exceptionally well. 11. Confident in building relationships with the media, pitching stories, and creating media opportunities <p>Desirable</p> <ol style="list-style-type: none"> 12. Experience of using a range of digital products fundraising/event registration/E-marketing products including Give Panel, Enthuse, Dot Digital, Canva. 13. Experience of Raiser’s Edge or a similar. 	Application and interview
Personal attributes	<p>Essential</p> <ol style="list-style-type: none"> 1. A willingness to model and promote the organisation’s values and behaviours. 2. A flexible working attitude, with a willingness to work out of hours when necessary. 3. Complete confidentiality and discretion in handling highly sensitive data. 4. An ability to demonstrate empathy for children and their families. 5. Excellent team player 6. Positive and self-motivated and committed to achieving results. 7. Creative and innovative. 	Application and interview

Other	<p>Essential</p> <ol style="list-style-type: none"> 1. Willingness to travel around Wales when necessary. <p>Desirable</p> <ol style="list-style-type: none"> 2. Ability to speak Welsh 3. Hold a full driving license. 	
-------	--	--

General

- **Performance Reviews/Performance Obligation:** The post holder will be expected to participate in the individual performance review process, and as part of this process to agree an annual Personal Development Plan with clear objectives and identified organisational support.
- **Competence:** At no time should the post holder work outside their defined level of competence. If the post holder has concerns regarding this, they should immediately discuss them with their manager. All staff have a responsibility to inform those supervising their duties if they are not competent to perform a duty.
- **Confidentiality:** In line with the Data Protection legislation and the Caldicott Principles of Confidentiality, the post holder will be expected to maintain confidentiality in relation to personal and patient information including clinical and non-clinical records. This legal duty of confidentiality continues to apply after an employee has left the UHB. The post holder may access information only on a need-to-know basis in the direct discharge of duties and divulge information only in the proper course of duties.
- **Records Management:** The post holder has a legal responsibility to create, maintain, store and destroy records and other charity information handled as part of their work within the UHB in line with operating procedures and training. This includes all records relating to patient health, donors, financial, personal, and administrative, whether paper based or on computer. The post holder has a duty to maintain the highest levels of data quality for all records through accurate and comprehensive recording across the entire range of media they might use. All staff have a responsibility to consult their manager if they have any doubts about the correct management of records with which they work.
- **Information Governance:** The post holder must always be aware of the importance of maintaining confidentiality and security of information gained during the course of their duties. This will, in many cases, include access to personal information relating to service users and donors.
- **Health & Safety:** The post holder is required to co-operate with the UHB to ensure health and safety duties and requirements are complied with. It is the post holder's personal responsibility to conform to procedures, rules and codes of practice; and to use properly and conscientiously all safety equipment, devices, protective clothing and equipment which is fitted or made available,

and to attend training courses as required. All staff should request support in times of need and advice.

- **Risk Management:** The UHB is committed to protecting its staff, patients, assets and reputation through an effective risk management process. The post holder will be required to comply with the UHB Health and Safety Policy and actively participate in this process, having responsibility for managing risks and reporting exceptions.
- **Safeguarding Children and Adults:** The charity and UHB is committed to safeguarding children and adults therefore all staff must attend the UHB Safeguarding Children and Adults training and be familiar with the charity's own safeguarding policy.
- **Infection Control:** The UHB is committed to meet its obligations to minimise infection. All staff are responsible for protecting and safeguarding patients, service users, visitors, and employees against the risk of acquiring healthcare associated infections. This responsibility includes being aware of and complying with the UHB Infection, Prevention and Control procedures/policies, not to tolerate non-compliance by colleagues, and to attend training in infection control provided by the UHB.
- **Registered Health Professionals:** All employees who are required to register with a professional body to enable them to practice within their profession are required to comply with their code of conduct and requirements of their professional registration.
- **Healthcare Support Workers:** The All Wales Health Care Support Worker (HCSW) Code of Conduct outlines the standards of conduct, behaviour and attitude required of all Healthcare Support Workers employed in NHS Wales. Healthcare Support are responsible, and have a duty of care, to ensure their conduct does not fall below the standards detailed in the Code and that no act or omission on their part harms the safety and wellbeing of service users and the public, whilst in their care.
- **Health Improvement:** all staff have a responsibility to promote health and act as an advocate for health promotion and prevention.
- **No Smoking:** To give all patients, visitors, and staff the best chance to be healthy, all UHB sites including buildings and grounds are smoke-free. Staff are encouraged to promote and actively support our No Smoking Policy. Advice and support on quitting smoking is available for all staff and patients. A hospital-based service can be accessed by telephoning 02920 743582 or for a community-based service, Stop Smoking Wales can be contacted on 0800 0852219.
- **Equality and Diversity:** All staff have a personal responsibility under the Equality Act 2010 to ensure they do not discriminate, harass, or bully or contribute to the discrimination, harassment or bullying of any colleague(s) or visitors or condone discrimination or bullying because of someone's 'protected characteristics'. These protected characteristics are: age, religion, sexual orientation, belief or non-belief, sex, disability, race, gender identity, pregnancy and maternity,

Registered charity number: 1069485

marriage and civil partnerships. The line manager and post holder will be responsible for promoting diversity and equity of opportunity across all areas of your work. This applies to service delivery as an employee and for anyone who you may be working with, whether they are patients, family/carer, visitors or colleague. You will be made aware of your responsibilities to uphold organisational policies and principles on the promotion of equality valuing diversity and respecting people's human rights as part of your everyday practice.

- **Dignity at Work:** The UHB condemns all forms of bullying and harassment and is actively seeking to promote a workplace where employees are treated fairly and with dignity and respect. All staff are requested to report any form of bullying and harassment to their Line Manager or to any Director of the organisation. Any inappropriate behaviour inside the workplace will not be tolerated and will be treated as a serious matter under the UHB Disciplinary Policy.
- **Job description:** The role description is a general outline of duties and responsibilities and may be amended as the organisation develops. The post holder may be required to undertake other duties as may be reasonably required from time to time.