

COMMUNICATIONS AND ENGAGEMENT OFFICER

Candidate Pack



Colleague Benefits

General

- 27 days annual leave entitlement, increasing with length of service, plus 8 bank holidays
- Flexible working policies
- Generous maternity pay and 2 weeks full pay paternity leave
- Colleague recognition scheme and long service awards
- Greener travel initiative, including cycle to work scheme and lift share
- Childcare information and support available, including onsite nurseries
- Discounted bus passes with Arriva

Financial

- Access to various local and national discounts via various external websites
- Salary sacrifice schemes
- Generous pension scheme
- Access to a financial support booklet
- Pre-retirement courses
- Free Will writing service
- Savings and Loan schemes

Learning and Development

- Coaching and Mentoring
- Leadership Academy – leadership and management training for all staff
- Access to E-Learning courses
- Apprenticeships – growing number of apprenticeship opportunities across all disciplines
- Secondment and acting up opportunities
- Support to complete qualifications whilst on the job

Wellbeing

- Coaching
- Mental Health First Aiders
- Chaplaincy
- Fast track physiotherapy service
- Free eye test vouchers
- Slimming World referral scheme
- Cervical screening service
- Long Covid support
- Access to wellbeing/rest rooms
- Menopause support
- Men's Health forms and MOT
- Discounts with local gyms



Poppy's Promise

Poppy's Promise is a compassionate care initiative introduced within this Trust to enhance communication, respect and empathy across every aspect of patient care.

The initiative was founded by Katie Russell, following the loss of her daughter Poppy, who tragically died at just twelve hours old due to failures in care and communication. Born from that experience, Poppy's Promise serves as a powerful reminder that while clinical skill saves lives, it is compassion, listening and respect that define the quality of care and human connection. By embedding this promise across our organisation, we ensure that no patient or family ever feels unseen, unheard, or uncared for.

Poppy's Promise is a five-stage framework that supports NHS staff to provide compassionate, consistent and patient-centred care. It aims to create a culture where empathy and communication are prioritised at every level – from education and recruitment to daily patient interactions.

At the heart of the initiative lies the C.A.R.E. framework, which outlines four guiding principles for staff to follow. The CARE principles form the foundation of Poppy's Promise. They describe the behaviours, attitudes and values that underpin every interaction – between staff and patients, staff and families, and colleagues with one another.

CARE is not an additional task. It is how care is delivered.

C.A.R.E. Meaning and Practice

Compassion - Demonstrate genuine kindness, empathy and humanity in every interaction. Compassion means recognising the emotional as well as the physical needs of patients, families and colleagues, and responding with care, patience and understanding. Small acts of compassion can have a lasting impact.

Acknowledge - Actively listen and be fully present. Use eye contact, names and open body language, and acknowledge the individual's feelings, concerns and lived experience. Every person should feel seen, heard and taken seriously.

Respect - Treat everyone with dignity, honesty and fairness at all times. Respect individual differences, personal circumstances and lived experience. Trust is built through respectful behaviour, consistency and integrity.

Empower - Enable people to be active participants in their care and work. Communicate clearly, encourage questions and shared decision-making, and ensure patients, families and colleagues feel informed, confident and included. Poppy's Promise is more than a framework - it represents a cultural shift towards human-centred care. By adopting these principles, we:

- Strengthen trust and communication between staff and patients
- Reduce avoidable harm through better understanding and listening
- Improve patient experience and staff wellbeing
- Foster a culture of openness, empathy and shared responsibility

Every member of staff has a role to play in bringing Poppy's Promise to life. Whether you are clinical, administrative or support staff, compassion and communication are part of everyone's role.

In daily practice, you can:

- Take a moment before entering a patient's space - centre yourself, focus on the person, not the task
- Use clear, respectful and kind language
- Listen without interruption and acknowledge emotions expressed
- Be honest and transparent, even when conversations are difficult
- Reflect after interactions - consider how your approach made the patient or family feel

All staff within the Trust are expected to:

- Uphold the values of Poppy's Promise in all patient and colleague interactions
- Attend any training, workshops or refreshers provided as part of the initiative
- Support colleagues in modelling compassionate behaviours
- Raise concerns constructively when communication or respect fall short
- Reflect these principles in both professional and personal conduct within the workplace

Together, we can make every interaction an opportunity to care, listen and make a difference.

That is Poppy's Promise.

Job Summary

This summary has been generated using AI to provide a clear and accessible overview of the role. It is intended to support candidates who may find the full job description harder to read, such as those who are neurodiverse, have learning disabilities or lower literacy levels. Our goal is to make the application process more accessible and inclusive for everyone.

- The role supports the Trust's communications team by helping to share clear, accurate information with staff, patients and the public.
- It involves writing updates, supporting media work, and helping to plan and deliver communication campaigns.
- The post holder will help create content for newsletters, websites, social media and other channels, making sure messages are shared in the right way and at the right time.
- They will work with teams across the organisation to gather information, prepare briefings and support events or interviews.
- The role also includes helping to keep communication plans on track, suggesting new ideas and making sure materials are kept up to date.

Job Description

Job title:	Communications and Engagement Officer
Grade:	5
Site:	Stretton House, The Royal Shrewsbury Hospital
Accountable to:	Communications Manager
DBS required:	No

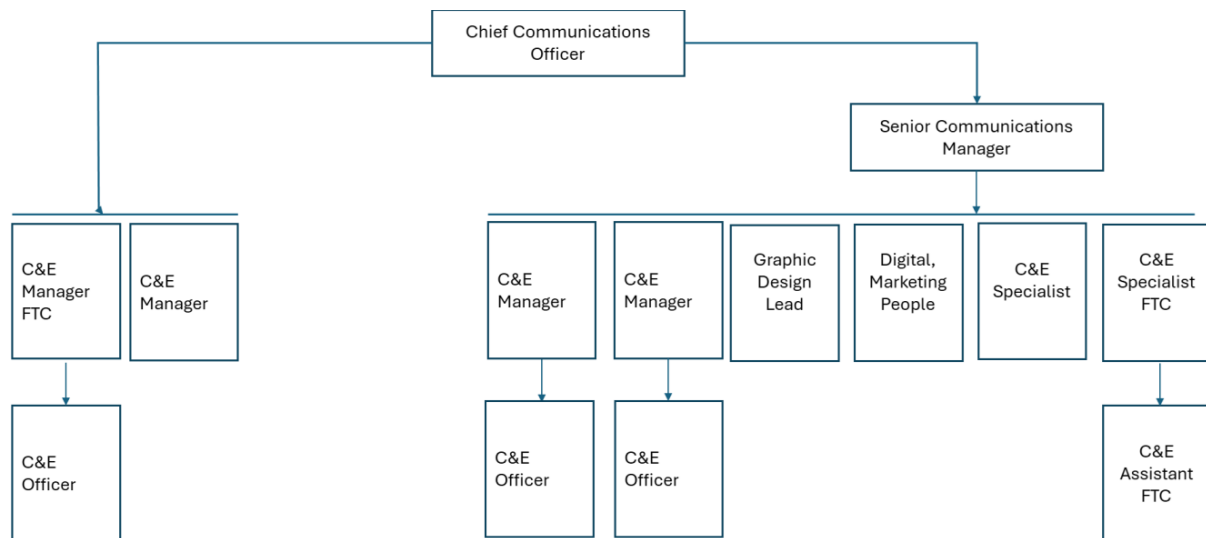
Main Duties

The Communications team provides the full range of corporate internal and external communications, including creative and marketing services, event management, stakeholder and media relations for the Group.

Under the direction of the Senior Communications Manager, the successful candidate will provide general day-to-day communications and engagement support for the team, including supporting internal and external campaigns and projects that utilise a range of different channels for different audiences. They will be responsible for several individual projects from start to completion. Projects will be wide and varied and include high-level corporate projects, day-to-day communications, online services (intranet, internet and social media) and a variety of other regular and bespoke communications.

The role will include event coordination, and the post holder will be expected to use their creativity and project management skills to deliver engaging and targeted events to a range of stakeholders.

Organisational Chart



Flexibility, creativity and collaboration skills are a must. The post holder will be expected to work with internal and external “customers” to understand their requirements, manage their expectations and deliver results in a busy communications service. Collaborating closely with diverse groups and individuals, the ideal candidate will possess excellent interpersonal skills, strong diplomacy, influencing skills and self-confidence.

As part of the team, you will be responsible for ensuring that our day-to-day communications activity is delivered on time, to a high quality and with a creative mindset. You will work as part of the team to support a caring and learning culture that supports the service to be the best it can be and enables the Trust to deliver its values.

In summary the role is required to:

1. Provide a high-standard communications service from start to completion for a wide range of internal and external communications to timescales, deadlines and within budgetary requirements under the guidance of the Senior Communications Manager.
2. Ensure that all information - from corporate information to news updates and positive messages – can easily flow through the organisation.
3. Take a proactive approach to communications and engagement, with regular horizon scanning to help the communications team’s activities have the maximum impact and remain cutting-edge.

Media Relations

1. Liaise with clinical and operational management, providing advice, writing, and issuing statements and ensuring a consistency of messaging in all media communications.
2. Participate in promoting the Trust by identifying examples of improvement for patients and staff for use in media coverage. This includes writing and circulating media releases, identifying and supporting staff, users, and patients with interviews, facilitating and supervising filming and photography on site.
3. Planning media interviews and accompanying the media onsite for proactive and reactive media opportunities
4. When requested by the Communications Manager, to attend public Trust Board meetings and produce timely and accurate briefings of the actions agreed to inform internal and external stakeholders.

Internal and External Communications

1. Support the communications leadership team in plans for external and internal communications, including corporate projects, consultations and promotions, and their subsequent implementation and outcomes.
2. Take a lead on specific campaigns (both internal and external facing) and produce creative and innovative ideas, including filming and editing video, to deliver the message. Ensuring that the right message is in the right channel at the right time.
3. Be the first port of call to support colleagues across the Trust with their internal communications requirements.
4. Support the timely and accurate production and quality distribution of the regular internal and external newsletters and other channels.
5. Work alongside the wider team, including ICS communications colleagues, to draft, develop, produce and deploy a wide range of external facing communications materials, including website copy, infographics, presentations, engagement materials, and briefing papers.
6. Support the digital function of the team by producing copy for the intranet, websites, social media and other digital platforms and assisting the updating and on-going development of them.

Planning and Organisational Skills

1. Support the team by taking an active role in supporting the delivery of the annual plan and contribute towards the long-term strategy.

2. To advise on the development and delivery of new communication channels, tailored to key target audiences and which will promote the Trust.
3. To work with colleagues providing updates through regular team meetings, ensuring that all activities are reported and seeking necessary support when greater resources are required.
4. Share new ideas for PR and communication opportunities.
5. Identify, manage and track all hospital and facilities site locations for promotional literature and ensure regular top-up and refresh of materials.

Analytical and Judgement Skills

Regularly analysing and providing data from website and social media analytics and other information systems, supporting: Reporting, including appropriate analysis and creating reports as required, for example event feedback and attendance.

Generating specific reports for various audiences at agreed time points

Analysing different options and making recommendations to programme or communication leads, for example different event venues or advertising channels.

Maintain accurate records within the team, for example event attendance, PR, social media and marketing activity

Support the growth of a photographic library. Provide photography and videography at events.

Monitor KPIs for all communications and marketing and to report activity on a regular basis.

Contribute to the communications dashboard highlighting the team's activity and the impact this is having for the Trust and patients.

Event Coordination

1. Be responsible for organising events, including planning, managing and communicating events and activities such as open days, public meetings, annual general meeting, awards and VIP visits.
2. Ensure the Trust's event and campaigns calendar is delivered using project management skills, and feedback is analysed and reported to the Senior Communications Manager.
3. Plan and coordinate a wide range of communication and engagement events, working in a matrix approach with a range of internal and external teams.
4. Research and select suitable venues, vendors, and service providers. Coordinate the logistics of the events, including ordering catering, printing and equipment as needed.

5. Develop creative events plans to maximise attendance and ensure representation from targeted audiences.
6. Developing engaging content that promotes the Trust's values and inspires attendance and participation.
7. Support speakers, sponsors and guests, including managing diaries, developing presentations and attending events.
8. Develop and manage event budgets, ensuring that events are delivered on time and within budget.
9. Promote events through a range of channels, including internal newsletters, digital channels and face to face promotion.
10. Represent the team and Trust at internal and external events, including managing the set-up, registration and troubleshooting.
11. Evaluate the success of events, including seeking feedback from participants.
12. Monitor external awards programmes and promote to colleagues, maintain a record of promotional activity, entries, and outcomes.

General

1. Be an ambassador for inclusion and accessibility, ensuring that all our work is tailored to the needs of different audiences.
2. Work flexibly to ensure our communications are responsive and resilient to the demands and needs of the Trust, using negotiation and influencing skills to prioritise tasks.
3. To respond quickly, accurately, and positively to staff enquiries. This includes monitoring calls, developing feedback mechanisms and reporting back to the communications leadership team, including potential solutions.
4. Work with the in-house design team, give guidance and copy writing of any written materials to ensure a high standard.
5. Act as a Brand champion for the Trust ensuring all communications meet the high quality expected and align with Trust and NHS Brand requirements.
6. Follow the standard operating procedures within the team and adhere to national and Trust guidance, including accessibility, Equality and Diversity and GDPR
7. Develop staff surveys and other feedback mechanisms, using survey monkey or other associated system.
8. Use a range of digital and IT software programmes and providing training for other team members, including media monitoring, design, digital and website software.
9. Develop and maintain distribution lists in liaison with other colleagues as appropriate, including colleague email and hard copy distribution lists.

10. Develop and maintain good working relationships with partner organisations and act as an ambassador for the Trust with a range of stakeholders.

11. To undertake any other duties as may be from time to time prescribed.

Based predominantly at the Royal Shrewsbury Hospital but will be required to provide support at Group buildings and attend meetings within the community as required.

This job description is an indication of the type and range of tasks that are expected of the post holder. The job holder may be asked to specialise in some areas, for example events coordination depending on the needs of the service. The job description will be reviewed and amended from time to time in consultation with the post holder to take account of changing organisational need.

Other duties

1. Deal with a range of telephone enquiries, do their own typing, maintain office systems and cover for other team members when necessary.

Human Resources and Finance

- To act at all times in a professional manner that promotes a positive image of the Trust, upholding and promoting core values and to act as a role model for others.
- To provide leadership to all staff that promotes a culture of positive and effective teamwork.
- Stay informed and aware of national health issues and campaigns and take responsibility for own continuous professional development and mandatory and statutory training. Disseminate learning and information gained to others to share good practice.
- Working occasionally at weekends and some evenings to fulfil the duties within a flexible working timetable.
- Be an active participant in the team contributing to a supportive, compassionate and learning culture that delivers the Trust's values.

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Relevant degree level qualification or equivalent professional communications qualification or experience. 	<ul style="list-style-type: none"> • Evidence of continuing professional development with strong communications and engagement element.
Experience	<ul style="list-style-type: none"> • Experience of writing press releases, handling media enquiries and briefing and supporting staff with media interviews. • Experience of working in a highly pressured, deadline-driven and customer-focused environment, delivering a high volume of work within timescales, deadlines and within budget. • Knowledge and experience of a wide area of communication techniques, including new advances in technology within the field. • Experience of producing digital content in various formats for a wide range of audiences and platforms • Experience of content 	<ul style="list-style-type: none"> • Legal knowledge and understanding of the press and media liaison. • Demonstrated experience in a communications role in a large organisation. • Experience of working in the NHS. • Working knowledge of copyright and intellectual property rights which are essential, for both the protection of, and use of materials. • Experience of Google Analytics and SEO best practice. • Experience in data administration and producing reports from data. • Previous experience of working and building relationships with partner organisations.

	<p>management systems and the ability to adapt website and content to ensure quality, user-friendly and engaging content.</p> <ul style="list-style-type: none"> • Experience of delivering communications strategies, plans and campaigns. • Experience of writing for internal audiences, including email newsletters • Experience of planning, delivering and supporting a range of events, for example, awards and both virtual and face-to-face. • Experience of working with confidentiality issues. • Negotiating and influencing both upwards, and within the team, to prioritise tasks and ensure a quality service. • Experience of working with and involving the public 	<ul style="list-style-type: none"> • Experience of arranging meetings, preparing agendas, papers and taking and typing of minutes.
<p>Knowledge and skills</p>	<ul style="list-style-type: none"> • Have excellent interpersonal and communications skills. • Highly organised, skilled at prioritising conflicting deadlines and the work of others, 	<ul style="list-style-type: none"> • Confident in using and advising on the latest digital tools, including video, podcast, virtual meeting platforms, social media and AI tools.

	<p>remaining efficient under pressure and flexible to unexpected demands.</p> <ul style="list-style-type: none"> • Must be able to cope with interruptions to deal with urgent requests. • Have excellent verbal and written skills, able to write copy to a high standard and in plain language. Producing creative copy for a range • interview • of communications, including the ability to edit the work of others. • Show awareness of and be responsive to politically sensitive and other sensitive and confidential issues; be patient, tactful and diplomatic. • Project management skills. • Ability to work on own initiative, making sound judgements on referring issues to managers and escalating problems appropriately. • Be a lateral thinker, reliable and dependable. • Be inquisitive and aware of topical and relevant issues 	
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	<p>that affect the organisation at a local and national level.</p> <ul style="list-style-type: none"> • Resilient – able to work alone or within a fast-paced team, able to concentrate on complex tasks and work within periods of uncertainty. • A positive and proactive approach, prepared to generate new ideas and carry them forward. • Motivated self-starter able to work within deadlines and prioritise workload. • Passionate about involving patients. Confident in talking to members of the public and able to explain complex issues in plain language and to a variety of audiences. 	
<p>Other</p>	<ul style="list-style-type: none"> • Willing to undertake further training as required. • Working knowledge and experience of using Microsoft tools, including PowerPoint, Teams, Word, Excel etc. and AI tools. • Ability to meet the travel requirements of the post. 	

	<ul style="list-style-type: none"> • Ability to work at all Trust sites. • Flexibility in working hours, must be able and willing to occasionally attend meetings outside of normal working hours – may need to work evenings and weekends on occasion. • Advanced keyboard use for designing publications, presentations, processing documents 	
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General conditions

As they undertake their duties, all our people are required to uphold and demonstrate the Trust's core values of: Partnering, Ambitious, Caring and Trusted. Collaboration and partnership are also central to our approach in delivering our fundamental activities of patient care, teaching, and research.

Health & Safety

As an employee of the Trust you have a responsibility to:

- take reasonable care of your own Health and Safety and that of any other person who may be affected by your acts or omissions at work;
- co-operate with the Trust in ensuring that statutory regulations, codes of practice, local policies and departmental health and safety rules are adhered to;
- not intentionally or recklessly interfere with or misuse anything provided in the interests of health and safety.

Infection Prevention and Control

The prevention and management of acquired infection is a key priority for the Trust. Any breach of infection control policies is a serious matter which may result in disciplinary action. As an employee of the Trust you have a responsibility to:

- ensure that your work methods are compliant with the Trust's agreed policies and procedures and do not endanger other people or yourself;

- be aware of infection prevention and control policies, practices and guidelines appropriate for your duties and you must follow these at all times to maintain a safe environment for patients, visitors and staff;
- maintain an up to date knowledge of infection prevention and control, policies, practices and procedures through attendance at annual mandatory updates and ongoing continuing professional development;
- challenge poor infection prevention and control practices of others and to report any breaches, using appropriate Trust mechanisms (e.g. incident reporting policy).

Information Governance

The Trust is committed to compliance with Information Governance standards to ensure that all information is handled legally, securely, efficiently and effectively. You are required to comply with the Trust's Information Governance policies and standards. Failure to do so may result in action being taken in accordance with the Trust's Disciplinary Procedure.

- **Confidentiality and Security** - Your attention is drawn to the confidential and sensitive nature of information collected within the NHS. Whilst you are employed by the Trust you will come into contact with confidential information and data relating to the work of the Trust, its patients or employees. You are bound by your conditions of service to respect the confidentiality of any information you may come into contact with which identifies patients, employees or other Trust personnel, or business information of the Trust. You also have a duty to ensure that all confidential information is held securely at all times, both on and off site.
- **Disclosure of Information** - The unauthorised use or disclosure of information relating to the Trust's activities or affairs, the treatment of patients or the personal details of an employee, will normally be considered a serious disciplinary offence which could result in dismissal. Upon leaving the Trust's employment and at any time thereafter you must not take advantage of or disclose confidential information that you learnt in the course of your employment. Unauthorised disclosure of any of this information may be deemed as a criminal offence. If you are found to have permitted the unauthorised disclosure of any such information, you and the Trust may face legal action.
- **Information Quality and Records Management** - You must ensure that all information handled by you is accurate and kept up-to-date and you must comply with the Trust's recording, monitoring, validation and improvement schemes and processes.

Professional Standards and Performance Review

As an employee of the Trust you have a responsibility to:

- participate in statutory and mandatory training as appropriate for the post; and
- maintain consistently high personal and professional standards and act in accordance with the relevant professional code of conduct;
- take responsibility for the maintenance and improvement of personal and professional competence and to encourage that of colleagues and subordinates;
- participate in the Trust's appraisal processes including identifying performance standards for the post, personal objective setting and the creation of a personal development plan in line with the KSF outline for the post.

Safeguarding Children and Vulnerable Adults

We all have a personal and a professional responsibility within the Trust to identify and report abuse. This may be known, suspected, witnessed or have raised concerns. Early recognition is vital to ensuring the patient is safeguarded; other people (children and vulnerable adults) may be at risk. The Trust's procedures must be implemented, working in partnership with the relevant authorities. The Sharing of Information no matter how small is of prime importance in safeguarding children, young people and vulnerable adults.

- As an employee of the Trust you have a responsibility to ensure that:
 - you are familiar with and adhere to the Trusts Safeguarding Children procedures and guidelines.
 - you attend safeguarding awareness training and undertake any additional training in relation to safeguarding relevant to your role.

NHS Sexual Safety Charter

The Trust is committed to ensuring that all employees work in an environment that is safe, inclusive, and free from sexual misconduct, harassment, and discrimination. As a signatory to the NHS Sexual Safety Charter, the Trust upholds a zero-tolerance approach to sexual harassment and supports anyone affected by inappropriate behaviour. In accordance with the Workers Protection (Amendment of Equality Act 2010) Act 2023, the Trust has a statutory duty to take reasonable steps to prevent sexual harassment of its employees. All staff, are required to treat others with dignity and respect at all times and to cooperate with Trust policies, procedures and training designed to maintain a culture of safety, professionalism, and mutual respect.

Social Responsibility

The Trust is committed to behaving responsibly in the way we manage transport, procurement, our facilities, employment, skills and our engagement with the local community so that we can make a positive contribution to society. As an employee of the Trust you have a responsibility to take measures to support our contribution and to reduce the environmental impact of our activities relating to energy and water usage, transport and waste.

Continuous Improvement

The Shrewsbury and Telford Hospital NHS Trust aims to empower colleagues at all levels have the confidence, capability, passion, and knowledge, to test changes and make improvements at SaTH and in the communities we serve.

To support this, we have developed the SaTH Improvement Method, a structured approach to change that provides practical tools and techniques to help you understand what success looks like with clear aims, enables you to measure progress and plan meaningful improvements.

You won't be doing this alone. Whether you're new to improvement or already leading change, the Improvement Hub is here to guide you with expert advice, hands-on support, and a wide range of training opportunities to help you grow and thrive throughout your time at SaTH whilst making improvements in your area of work. Join us in shaping a culture of continuous improvement, where every colleague is supported to make a difference.

Equal opportunities and diversity

The Shrewsbury and Telford Hospital NHS Trust is an Equal Opportunities Employer, fully committed to fostering an inclusive workplace where all staff feel valued and able to thrive. We believe that a diverse workforce, reflective of our community, is essential for delivering the best patient care.

We will not discriminate against any job applicant or colleague based on any protected characteristic, including age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, ethnic or national origin), religion or belief, sex, or sexual orientation. Selection for appointment, training, development, and promotion will be based purely on merit and the individual's ability to meet the role requirements.

As a post-holder, you have a personal responsibility to uphold the Trust's commitment to equality by treating all colleagues and patients with respect and dignity. You must actively support measures introduced to ensure equality of opportunity and will not discriminate, harass, or bully others, or condone such behaviour.

