

COMMUNITY 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.

- Support patients, the public and staff by providing information about hospital services, community involvement opportunities and the work of the Public Participation team.
- Help organise and promote community engagement events, meetings and activities, including preparing materials and supporting events in the hospital and local community.
- Act as a welcoming point of contact in the Transforming Princess Royal Hospital Hub, responding to enquiries in person, by phone, email and social media.
- Create and share clear, easy-to-understand information, helping people from all backgrounds get involved and have their voices heard.
- Carry out a range of administrative tasks, including maintaining databases, updating websites and social media accounts, and supporting team projects
- Support the sale and promotion of SaTH Charity goods in the Hub while working closely with colleagues, volunteers, community groups and partner organisations.

Job Description

Job title:	Community Engagement Officer
Grade:	4
Site:	The Princess Royal Hospital, Telford
Accountable to:	Head of Public Participation
DBS required:	Yes – standard

Job Purpose

This role will support delivery of community engagement activity, acting as a key point of contact within the Transforming PRH Hub. The post holder will engage directly with patients and the public regarding hospital services and opportunities to get involved and the work of the Public Participation department (Community Engagement, SaTH Charity and Volunteers), while supporting administrative duties for the Community Engagement team and coordinating and managing the sale of SaTH Charity goods within the hub.

The post holder will have some knowledge of the NHS Core20PLUS5 approach to reducing healthcare inequalities

As part of the Public Participation team (Community Engagement, SaTH Charity and Volunteers) they will also contribute to the wider activities of the team, which will bring the opportunity to support a range of interesting projects across the Trust.

The post holder will be based in the Transforming Princess Royal Hospital hub but may be required to travel to off-site locations and to work cross site. On occasion, the post holder may need to work in the evenings and weekends to support events the Trust are attending.

Job Overview

- To provide support to the Community Engagement team which includes arranging and attending meetings, responding to members of the public by email, over the phone and in person, and monitoring social media accounts
- To draft posts for Community Engagement team social media accounts
- To act as a point of contact for Trust staff from different departments and external stakeholders who wish to undertake engagement activity in the hub
- To support networking with third sector and voluntary organisations and increase the Trust's engagement with seldom heard communities and those experiencing health inequalities

Reporting to the **Community Engagement Manager**, the post holder will:

- be able to work alone or as part of a team and be able to organise and prioritise their workload accordingly.
- work with all levels of staff in the Trust
- liaise with the public, patients, carers, visitors and volunteers

Main Duties and Responsibilities

Community and Engagement

- Act as a key point of contact for patients, the public and trust staff in the Transforming Princess Royal Hospital hub
- Provide support for the Community Engagement team in organising internal and external events to promote community engagement and involvement with our organisation
- Produce promotional materials for engagement events, including use of Canva to create graphics
- Database management: Help to maintain the Community membership database and improve the use of stored data
- Work as part of the Community Engagement team to reach communities affected by Health Inequalities and provide key information in accessible formats for outreach work

- Support and maintain Community Engagement Team social media and websites, this includes updating intranet and public website, managing social media accounts in line with Trust policy.
- Support the Community Engagement Team to deliver events, including preparation of materials including PowerPoint and Menti/Slido presentations
- Respond to information requests from colleagues, volunteers, managers, and members of the public and provide accurate and timely information.

Communication and Relationships

- The post holder will have regular contact with Community Engagement, Volunteer and SaTH Charity Teams and with the public, and occasional contact with clinical staff and managers throughout the Trust
- The post holder will communicate routine information with Trust staff, patients and the public. Persuasive skills, tact and diplomacy are required when dealing with queries from senior staff (eg declarations of interest, and policy system) and communicating with the public.
- Communication can be both verbal and written
- The post holder should be able to analyse and interpret complex information and present it in a way that can be easily understood by members of the public, taking into account any language or literacy barriers
- The post holder will, on occasion, receive sensitive or distressing feedback from patients or the public and will need to ensure the individual is directed to the most appropriate staff within the Trust

Decisions, judgement and freedom to act

- The post holder will be managed by the Community Engagement Manager
- The post holder will manage their own workload. The post holder will be expected to follow Departmental guidelines, working independently, and to use their own initiative and prioritising workload. The post holder may refer to the Community Engagement Manager when necessary.
- The post holder will be required to act on feedback received from the public and refer to other teams within the Trust when appropriate (eg. PALS, Patient Experience)

Systems and equipment

The post holder will be required to use the following competently and accurately:

Software packages

- Microsoft Office Suite: Word, Excel, Access, PowerPoint, Outlook, Teams
- Community Membership database (BEACON – training provided)
- Canva
- MailChimp

Office Equipment

- Laptop
- Printer, Photocopier, and scanner
- Laminator

Planning and organisation

- The post holder will manage their own workload, and support the Community Engagement Manager to publicise regular Trust involvement opportunities and meetings (Hospital Update, Hospital Connect, About Health events)
- Assist with the organisation and planning of engagement activity, including making contact with outside agencies up to a year in advance and liaising with appropriate teams across the Trust

Physical Skills

- The post holder is required to have advanced keyboard skills to RSA level 3 or equivalent standard.
- Standard driving skills and reliable access to a car are required for cross site and off-site travel

Policy and Service development

- The post holder is required to follow Trust and departmental policies, and to comment on the Trust Public Participation policies and procedures

Finance and Physical Resources

- The post holder must maintain their equipment (laptop, phone) in line with Trust protocols
- In liaison with the Community Engagement Manager, the post holder will be responsible for the sale and merchandising of SaTH Charity goods in the hub. Sales may be cash or card, and the post holder will be responsible for reconciling cash sales and paying in at the Cash Office.

Information Resources

- The post holder is regularly required to use Microsoft Office to produce documents, graphs, Charts, presentations and reports for internal audiences

- The post holder is required to co-ordinate the Community Engagement photo library, ensuring that appropriate permissions have been obtained before images are used for publication and social media
- The post holder is responsible for ensuring that personal data gathered during engagement activity is securely stored, and destroyed once added to the Membership database

Physical, mental and emotional effort

Physical effort:

Walking between departments	Occasional
Keyboard use	Frequent
Loading/unloading equipment	Occasional
Setting up display equipment	Occasional

Mental effort

Flexible working with predictable workload	Frequent
Respond to interruptions (verbal / phone)	Frequent
Ability to concentrate for a period of up to 2 hours at a time eg preparing documents	Frequent

Emotional effort

Occasional exposure to distressing circumstances e.g. delivering bad news to the public about services in their area, receiving difficult feedback about individual experience. The post holder will be responsible for signposting individuals to appropriate services and seeking personal support if required

Working conditions

- Office based post, requiring long periods of VDU use
- Occasional requirement to use road transportation to attend at other sites, external meetings and events

Other

- Assist with any other activities as required, to enhance the development of the department

- Participate in regular departmental meetings and contribute as appropriate to the overall service
- Maintain own personal development through participation in training, education and courses as required
- Participate in personal objective setting and review, including the creation of a personal development plan
- Do not carry out tasks beyond your level of competence

This job description is not exhaustive and is intended to be a guide to the principal duties and responsibilities of the post only and will change and develop in line with organisational needs. It may be amended at any time with agreement of the post holder and line manager

Person Specification

	Essential	Desirable
Qualifications	Minimum relevant qualification to Diploma level, or equivalent experience	
Experience and knowledge	- Good working knowledge of Microsoft Office, including Outlook, Word, Excel, PowerPoint and Teams - Previous relevant experience of working with patients, carers or the public and a working knowledge of the techniques used - Knowledge of techniques used to involve and engage people	- Experience of using CANVA or similar - Experience of working with databases - Previous experience of working in the NHS - Experience of working in an Engagement role
Skills	- Team player - Confident self-starter, able to achieve objectives under own initiative - Excellent communication skills, both written and oral - Excellent organisational skills - Confident in talking to members of the public and able to explain complex issues in simple language and to a	

	variety of audiences • Presentation skills • Listening Skills • Empathetic manner • Ability to prioritise workload and work to deadlines • Ability to work under pressure	
Other	• Ability to travel across the health community • Ability to manoeuvre and set up engagement equipment in varied locations • 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	

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.

