# Hosting Proforma

Northern Health and Social Care Trust

Name of Host

Organisation

**1. Interchange Manager’s details**

Nick Carson

Name

Organisation/

Corporate Communications Department

Department

The Cottage

5 Greenmount Avenue

Ballymena

BT43 6DA

Address

Telephone Fax number

07721 235204

Number

[Nick.carson@northerntrust.hscni.net](mailto:Nick.carson@northerntrust.hscni.net)

E-mail

Type of Opportunity

Communications Officer

**2. Details of hosting opportunity**

Description of opportunity

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| The Northern Health and Social Care Trust is one of five acute hospital Trusts in Northern Ireland. It employs around 12,000 people and is responsible for the delivery of safe and effective health and social care services to a population of approximately 470,000. The Trust also provides services to Rathlin, the only inhabited island off the coast of Northern Ireland.  The Communications Officer will be a key member of the Corporate Communications Department team in the Trust. He/she will be given responsibility as Communications Lead for one or more Directorates/Divisions and will develop and implement communications plans according to agreed requirements. |

Main objectives of the opportunity

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| * Develop and implement communications plans for programmes and projects on behalf of assigned Directorates/Divisions * Provide communication and marketing advice to managers and staff * Write, edit, proof-read and co-ordinate high quality content for internal and external audiences * Engage with and develop, respectful and sensitive relationships with audiences online by implementing audience-focused digital communications activity across a range of channels * Contribute to the development of communications infrastructure including the intranet and corporate website * Play a key role in content planning: including researching new content, graphics, images, designs and layouts in line with Directorate/Divisional priorities. * Provide support for event organisation as required |

**3. Skills requirements**

What qualities, skills and experience is required from the individual

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| * High level communications and interpersonal skills * Ability to produce high-quality and compelling content to deliver key information and messages to internal and external audiences * Ability to build and maintain effective working relationships with a variety of organisations and individuals * Ability to work under pressure, prioritising work in order to meet deadlines * Knowledge and understanding of using social media to engage stakeholders * Experience of dealing with the press and media, both proactively and reactively * Ability to work within a team and on their own initiative |

**4. Personnel: Please state below**

Who will the individual report to?

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| Nick Carson, Head of Corporate Communications |

Who will be the individual’s line manager and/or reporting officer?

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| Claire Scullion, Communications Manager |

**5. Transfer of learning**

Please give details of how the Opportunity will benefit your organisation, the

individual and their organisation.

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| **How the individual will benefit**  The successful candidate will gain a strong insight into the complex and multi-faceted world of health and social care. He/she will be given a considerable degree of autonomy in assessing the communications requirements of allocated Directorates/Divisions. He/she will develop and implement communications plans, using the full range of communications channels and covering both internal and external stakeholders. Doing that effectively will mean the development of strong working relationships at all levels and disciplines, the ability to negotiate and influence and the ability to manage time effectively whilst facing competing priorities.  **How the Northern Trust will benefit**  Within the Trust, there is a growing demand that can only be effectively satisfied through professional communications expertise and the impetus and motivation that such expertise can provide in terms of promotion and supporting service development. Fresh thinking and the new ideas that an external candidate will offer will assist in the ongoing development of the Corporate Communications Department and its ability effectively meet the demands of a wide range of health and social care services.  **How the individual’s organisation will benefit**  Upon return to the parent organisation we would envisage that the individual will have developed their existing skills base and extended their knowledge of modern communications and effective team working in a complex environment with multiple priorities. They will have gained further exposure in terms of communications planning, handling the media, digital communications including social media and event management. In addition they will have gained considerable experience of relationship building and influencing. |

**6. Logistics**

Please provide details of the likely start date, duration, location, form of transport required, resources (i.e.; desk, PC, etc.) and funding arrangements for the opportunity.

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| **Start Date**: 1 November 2019 (or as soon as possible thereafter)  **Duration**: Six months with the possibility of extension  **Location**: The Cottage, 5 Greenmount Avenue, Ballymena  **Resources**: Desk, PC, ipad and mobile phone provided  **Funding**: The Trust will meetsalary costs for this post within the HSC Band 5 Scale £22,795 to £29,315.  **Further information**: Claire Scullion, Tel.028 2563 3762, Email: claire.scullion@northerntrust.hscni.net  **Closing Date:** Applications must be submitted by 5.00pm on Friday 11 October 2019 to**:**  **For NI Civil Service departmental staff only:** [**secondments@hrconnect.nigov.net**](mailto:secondments@hrconnect.nigov.net)  **For staff from all other Partner organisations:** [**interchangesecretariat@finance-ni.gov.uk**](mailto:interchangesecretariat@finance-ni.gov.uk) |

**7. Endorsement**

**Interchange Manager**

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**Signed:**

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| **25 September 2019** |

**Date:**