



Job title:	Communications Officer
Responsible to:	Chief Executive Officer
SHP Salary Band:	SHP Band 4b (£23,251 to £24,157)
1. Job Role / Purpose:	
The Communications Officer will be responsible for ensuring internal and external communications for SHP deliver its message is consistent and engaging.	
2. Key Duties & Responsibilities:	
<ul style="list-style-type: none">• Communication and promotion of new and existing SHP primary care services to internal and external stakeholders.• Ensure patient information is up-to-date and available, such as the practice booklet, patient newsletter, patient leaflets and waiting room screens.• Assist in editing SHP policy and protocol documents to ensure formatting and communication is consistent.• Arrange, coordinate and promote SHP events and meetings.• Develop Patient Participation Group (PPG) to enable patients to engage with SHP. This should also provide the opportunity for housebound patients to be involved and can be supported via virtual meetings.• Develop a regular Patient Participation Group newsletter.• Regular updates to NHS Choices website to ensure that the information is accurate and up to date.• Develop and update SHP website.• Develop a Social Media Platform including Facebook and Twitter to link with national campaigns.• Develop case studies and communications (including flu vaccinations to encourage uptake etc).• Publishing regular positive good news stories.• Promotion of new roles in primary care in line with the NHS England promotional materials clinical pharmacist, wellbeing link coordinator, pharmacy technicians, community paramedics etc. Promotional materials made available in an easy read format.• Communicate effectively with other team members;• Communicate effectively with patients and carers, recognising their needs for alternative methods of communication;• Enthusiastic about health promotion and lifestyle change.• Take responsibility for own developmental learning and performance, including participating in supervision;• Take responsibility for maintaining a record of own personal development, and to work with management on any new training requirements.	

3. Other Responsibilities

Health and Safety

- To comply with the Health and Safety at Work etc. Act 1974.
- To take responsibility for their own health and safety and that of other persons who may be affected by their own acts or omissions.

Equality and Diversity

- To carry out at all times their responsibilities in line with Equal Opportunities Policy and Procedure.

Risk Management and Clinical Governance

- To work within the Clinical Governance Framework of the practice, incorporating Risk Management and all other quality initiatives and all aspects of CQC implementation.

Confidentiality

- To maintain confidentiality of information relating to patients, clients, staff and other users of the services in accordance with the General Data Protection Regulations 2018 including outside of the work environment. Any breach of confidentiality may render an individual liable for dismissal and/or prosecution.

Safeguarding

- Whilst in post, staff are expected to acquire and update their knowledge on safeguarding as per the intercollegiate document requirements and SHP policies.

Professional development

- The post holder will participate in any training programme implemented by the practice as part of this employment
- To participate in an annual individual performance review, including taking responsibility for maintaining a record of own personal and/or professional development

General

- To undertake any other duties commensurate with the role, within the bounds of his/her own competence as guided by the attached management framework.
- To work across the various SHP sites as required.
- In light of national policy and due to the needs of the business it may be necessary for the Partnership to alter the opening hours of the surgeries. This could incorporate different opening hours and weekend working which may affect when you are required to work. The post holder is expected to be flexible and accommodating, following consultation, in terms of any changes to operating times in the future.

Vision Statement: To be the most respected Primary Care provider in the Birmingham and Solihull Region.



Mission Statement:

Sustainable Primary Care services that meet the needs of our patients and commissioners.

Have a united, strong and financially viable organisation.

Practice of choice for our patients and the employer of choice for our people.