

Job Description

Department: UHNM Charity
Job Title: Communications, Fundraising and Events Officer
Band: Band 5
Location: Royal Stoke University Hospital

Managerially accountable to: UHNM Charity Manager

Professionally accountable to: Head of Communications

Key Relationships: Senior management team, UHNM Charity fundraisers, Trust clinical staff, patients, members of the public, patients and their families, organisations (including schools, community groups, businesses, solicitors and suppliers).

1. Role Summary

The post holder will play a pivotal role in promoting and fundraising for UHNM Charity and be one of the public faces of team in operating the Charity's permanent presence in the hospital Atrium. The role will involve leading communications for UHNM Charity by managing the Charity's communication channels and supporting the public, our patients and their families, and our staff, with their fundraising. This will include developing a programme of community fundraising activities and fundraising events.

The post holder will support the Head of Communications and UHNM Charity Manager in the development and implementation of the corporate internal and external communications and engagement activities for UHNM Charity, including development of strategy and policy, reputation management, media and community liaison. The Communications, Fundraising and Events Officer will work as part of a dynamic team to communicate with and secure the engagement of local people in the work of UHNM Charity.

2. Main Duties and Responsibilities:

2.1 Principle responsibilities

- Operate UHNM Charity's permanent exhibition stand in the hospital Atrium to engage with staff, patients and the public. Supported by the community fundraising assistant and volunteers to ensure it is manned at all times
- Devise and lead fundraising campaigns for specific appeals
- Tell the story of UHNM Charity's fundraisers and fund recipients through a wide range of communication channels, including the media.
- Act as the lead for the Charity's community fundraising and events programmes; monitoring and report levels of engagement across these income streams, collating statistics and reporting performance against targets
- Produce literature in keeping with UHNM Charity's brand/identity to promote specific charity developments for a range of stakeholders
- Devise and establish fundraising plans, which will actively generate income through the cultivation of volunteer fundraisers, event participants and increase supporter engagement.

- Develop cost effective income streams from collections/collection boxes, fundraising with schools/education; community groups and corporates; as well as charity led events and partnership event (organised by third parties) such as runs, cycles and challenges.
- Deliver some community fundraising and events tasks
- Support and offer guidance to the community fundraising assistant in their work

2.2 Fundraising

- Devise promotional strategies for the community fundraising and events, coordinating direct marketing, online and print media (digital/fundraising platforms, the charity intranet and website and print media); achieving annual targets
- Meet individual donors or fundraisers to offer support and guidance
- Provide innovative and creative content for digital platforms and communications
- Ensure that the charity administration procedures are adhered to and the charity database is fully utilised in managing communications and relationships; and events.
- Identify, recruit, support and develop charity volunteers, including UHNM NHS Trust staff, patients and their families, members of the public and organisations
- Support the community fundraising assistant to ensure enquiries and registration are replied to promptly
- Engage and promote active involvement of clinical, administration and other UHNM Trust staff in securing fundraising corporate and community groups
- Ensure that all fundraising relationships are managed legally and in line with the best practise as stated by the Institute of Fundraising and the Fundraising Regulator.

2.3 Media and social media

- Apply knowledge and experience of media, PR and marketing techniques, approaches and methods to promote maximum positive publicity for UHNM Charity.
- Prepare regular press statements, press releases, features and copy for release to the media
- Be responsible for the release of all routine press releases/responses (subject to copy accuracy checks first).
- Arrange and release photographs, when possible, to go out with press releases.
- To manage social media communications on behalf of UHNM Charity
- Undertake photography/video recording for events and for specific publications for the website.
- Responsible for the writing/editing and production of key public documents and regular staff and fundraiser newsletters and briefings.
- To ensure that fundraising information is kept up to date on the website.
- Support the Trust Communications team as and when needed

2.4 Events

- Create bespoke UHNM Charity events that both increase fundraising and enhance the reputation of UHNM Charity
- Represent UHNM Charity at Trust events and community fundraising events
- Manage the community and event fundraising programme, scheduling and prioritising work; delegating work to the community fundraising assistant and taking personal responsibility for specific events/activities

2.3 General

- Apply knowledge and experience of the media, marketing, public relations, other outside organisations, both public and private, and the external political world at all times when dealing with internal communications.
- Undertake other additional tasks subject to the requirements of the department, which may include evening and weekends.
- May work in some emotional and distressing situations when working with patients, their families, donors and fundraisers such as bereaved donors and/or terminally ill

2.4 Relationships

- UHNM Charity Manager, Head of Communications, Director of Communications, Chief Executive, Chair, Directors and Non-Executive Directors, Business Managers and Service Line Managers, Clinical Leads, Local and national media and other NHS and non-NHS charities

3. General responsibilities

3.1 Freedom to Act

- Accountable for own professional actions: not directly supervised.

3.2 Physical Effort

- The post requires a combination of physical effort including sitting, standing, walking which equates to moderate physical effort over short periods, ie hoisting patients and manoeuvring patients in wheelchairs.

3.3 Mental Effort

- The post requires frequent concentration with an often unpredictable work pattern

3.4 Emotional Effort

- Deals with distressed relatives, care of the terminally ill and deals with the consequences of terminal illness.

3.5 Working Conditions

- The post holder will have exposure to bodily fluids.

Personal/Professional Development

- To take every reasonable opportunity to maintain and improve your professional knowledge and competence
- To participate in personal objective setting and review, including the creation of a personal development plan and the Trust's appraisal process.

Values & Promises

We have four core values and promises that were co-created by our staff, patients and carers.

Together



- We are a Team – I will be considerate, help others to achieve our goals and support others to make positive changes
- We are Appreciative – I will acknowledge and thank people for their efforts and contributions
- We are Inclusive – I will be open and honest, welcome people's views and opinions and involve people in decisions that affect them

Compassion

- We are Supportive – I will be empathetic and reassuring. I will support and encourage people when they need it
- We are Respectful – I will treat people fairly, with respect and dignity, protect their privacy and help them to feel comfortable
- We are Friendly – I will be welcoming and approachable. I will make eye contact, say hello and introduce myself #hellomyname is

Safe

- We Communicate Well – I will explain clearly, share relevant and timely information and keep people updated
- We are Organised – I will plan ahead, manage my time well and be prompt in what I do
- We Speak Up – I will contribute to ensuring healthy and constructive feedback for all so we can feel safe to challenge inappropriate care and behaviour and promote our values

Improving

- We Listen – I will welcome people's views and ideas, invite people to ask questions and share their opinions and respond to what I hear
- We Learn – I will share best practice, celebrate good performance and support others to use their skills, learn and grow
- We Take Responsibility – I will have a positive attitude, act and encourage people to take the initiative and make improvements

Health and Safety

To take reasonable care for your own Health and Safety and that of any other person who may be affected by your acts or omissions at work.

To co-operate with University Hospitals of North Midlands (NHS) Trust in ensuring that statutory regulations, codes of practice, local policies and departmental health and safety rules are adhered to.

To comply and adhere to individual and role specific responsibilities as stated in the Trust Health and Safety Policy (HS01) and all other Health and Safety related policies.

Confidentiality

To ensure that confidentiality is maintained at all times and that data belonging to the Trust is protected and recorded accurately.

Equality and Diversity

To promote equality and diversity in your working life ensuring that all the staff you work with feel valued and treated in a fair and equitable manner

Infection Prevention

Infection Prevention is the obligation of every employee both clinical and non-clinical at the University Hospitals North Midlands NHS Trust. Driving down healthcare associated infection is everyone's responsibility and all staff are required to adhere to the Trust's Infection Prevention policy

All staff employed by the UHNM Trust have the following responsibilities:

Trust Dress Code

- Trust approved uniform/dress code must be adhered to
- When in clinical areas **all** staff must be bare below the elbow, without wrist watches, stoned rings, wrist jewellery, false nails, nail polish or plaster casts
- No personal bags to be worn during clinical duties

Hand Hygiene

- Decontaminate your hands as the per 'The five moments of hand hygiene'

Own Practice

- Lead by example
- Encourage and praise good practice
- Be prepared to accept advice about your own practice

Decontamination

- Ensure that equipment you have been using or about to use has been decontaminated effectively
- Ensure that you are aware of the Trust approved cleaning products, and follow a safe system of works

Trust Policies

- Ensure that you know and strictly follow relevant Infection Prevention policies for your role and apply standard precautions at all times, which is available in the Infection Prevention Manual on the UHNM intranet

Safeguarding Children, Young People and Adults with care and support needs

All staff are responsible for ensuring that they are familiar with and adhere to the Trusts Safeguarding Children and Adults policies, procedures and guidelines. All health professionals who come into contact with children, parents, adults with care and support needs and carers in the course of their work have a responsibility to safeguard and promote their welfare as directed by the Children Acts 1989/2004 and the Care Act 2014. Health professionals also have a responsibility even when the health professional does not work directly with a child or adult with care and support needs but may be seeing their parent, carer or other significant adult.

All staff are required to attend safeguarding awareness training and undertake any additional training in relation to safeguarding relevant to their role

This job description is not intended to be an exhaustive list and may be subject to change from time to time. All documents referred to throughout this Job Description can be found on the Trust's intranet, or alternatively copies can be obtained from the Human Resources Directorate

Sustainability



Sustainability and Corporate Social Responsibility are fundamental to the way the University Hospitals of North Midlands NHS Trust (UHNM) work. The Trust has developed a Sustainable Development Management Plan (SDMP): 'Our 2020 Vision: Our Sustainable Future' with a vision to become the most sustainable NHS Trust by 2020. In order to achieve this, we need the support of all staff. As a member of staff, it is your responsibility to minimise the Trust's environmental impact and to ensure that Trust resources are used efficiently with minimum wastage throughout daily activities. This will include minimising waste production through printing and photocopying less, reducing water waste and when waste is produced, it is your responsibility to segregate all clinical waste correctly and recycle. Switch off lights and equipment when not in use, report all faults and heating / cooling concerns promptly to the Estates Helpdesk and where possible minimise business travel. Where the role includes the ordering and use of supplies or equipment the post holder will consider the environmental impact of purchases.

SWITCH to a Sustainable UHNM is a campaign that focuses on the sustainability of the Trust and how we can use resources more effectively to provide better patient care, improve our health and work place. SWITCH is looking to recruit as many Champions as possible to help to bring the campaign to colleagues in their departments / wards and bring SWITCH to life. If you are interested in becoming a SWITCH Champion please contact switch@uhns.nhs.uk

Signed Employee _____ Print _____ Date _____

Signed Manager _____ Print _____ Date _____