

Community Engagement Coordinator - Plasma (Band 5)

Recruitment Profile - This is a summary of the Job Description and Person Specification



Blood and Transplant

About the Role

In this role you will support the plan for new recruits, raise awareness and educate about Plasma. Your responsibilities will include:

- Organising and undertaking new acquisition and awareness activity, such as events in the community, on-session engagement with donors at the Plasma DC and exploring all relevant business development opportunities.
- Approaching new businesses as agreed with their line manager / within the strategic plan to meet organisational objectives.
- Developing key relationships with key third sector and corporate organisations within the region.
- Managing relationships so that they provide maximum benefit to NHSBT.
- Maintaining the Relationship Management database in a timely and accurate manner.
- Promoting organ donation and other forms of donation where appropriate.

You will be required to travel and spend time away from base, which will involve working irregular hours and overnight stays when required, with prior notice.

You will be required to work weekends and bank holidays, particularly during campaign periods (time off will be provided)

Organisation Structure



About Us

Our three core principles are critical to our service, guiding everything we do and inspiring us to be the best.

- We **care** about our donors, their families, the patients we serve, and our people.
- We are **expert** at meeting the needs of those who use our service and those who operate it.
- We provide **quality** products, services and experiences for donors, patients and colleagues.

About You - This section details the personal attributes we require for this role. You will need to demonstrate these throughout the recruitment process

Behaviours and Values

- **Communicating** – Friendly and approachable, able to relate to staff, donors and patients from all backgrounds, promoting NHSBT positively
- **Collaborating** – Know the importance of your own behaviour and body language when communicating and working with others
- **Leading** – Professional in matters of confidentiality, security, integrity, honesty, performance, attendance and appearance
- **Customer focused** – Demonstrate and promote high standards of quality customer care to both internal and external customers
- **Performing** – Able to use and act on feedback from others on your performance and behaviour to increase your own self awareness
- **Innovating** – Consider, suggest and be open to alternative ways of working to make continuous improvements

Skills and Abilities

- Communicate succinctly, clearly and accurately in plain simple English, both verbally and in writing
- Be an effective team member who is able to relate to colleagues at all levels across our large multi-site organisation with tact and diplomacy
- Motivate others, promoting a clear sense of purpose and a positive attitude to work with individuals and teams
- Follow given instructions and ensure the services you provide are in line with standard processes and good practice, showing attention to detail
- Organise and prioritise own workload and where required workload of others, taking responsibility for delivering results within agreed timescales and standards within an environment of changing priorities and pressures
- Use initiative to look out for issues at work, acting quickly and calmly to focus on finding a solution

Experience and Knowledge

- Experience in a marketing related role with evidence of positive customer benefits
- Good understanding of key communication channels such as social media, printed communications, digital communication and email and the benefits/risks
- A proven record in delivering positive results
- Experience of working with information technology using Microsoft Office packages (Outlook, Word, Excel, Teams and PowerPoint)

Qualifications and Training

- Degree or equivalent relevant experience to degree level
- Possess a valid driving licence, allowing you to drive in the UK
- Demonstrates commitment to own continued professional development (CPD)

