

Senior Internal Communications Campaigns Officer (Band 8d)



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

Blood and Transplant

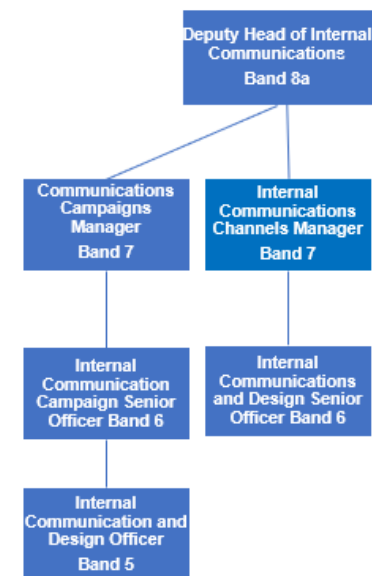
About the Role

In this role you will be responsible for communicating corporate news, information and campaigns in an engaging way using the most appropriate channels. Your responsibilities will include:

- Using audience insight to create impactful content for use on internal channels.
- Working with colleagues across NHSBT to research campaign and channel ideas to explain and educate about NHSBT priorities.
- Working collaboratively with Marketing and Communications colleagues to align internal content with key announcements and marketing campaigns.
- Working with the People Team to ensure key staff information and advice is communicated in the right way at the right time.
- Formulating and delivering internal communications plans and campaigns aligned with NHSBT strategic objectives.
- Working with senior leaders to provide strategic internal comms advice.

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

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

- Be highly articulate and credible, consistently influencing and delivering inspiring, engaging, and meaningful information regarding future direction
- Build collaborative relationships and solve issues by engaging the right people at the right time
- Lead the team, accepting responsibility for achievement of business objectives and creating a shared sense of ownership for service delivery
- Engage widely with customers to seek input into setting strategic objectives and identifying new ideas and improved ways of working
- Demonstrate strong leadership, influence, and accountability for the achievement of results
- Recognise when change is required and demonstrate personal ownership for pursuing, communicating and implementing the change, whilst minimising the motivational impact on others

Experience and Knowledge

- Demonstrable experience of producing high quality communications plans
- Experience of developing and delivering internal communications content using a wide range of channels and media
- Demonstrable specialist knowledge of internal communications
- Knowledge and experience of techniques and systems for evaluating the effectiveness of internal communications
- Experience of working with information technology using Microsoft Office packages (Outlook, Word, Excel, Teams and PowerPoint)

Qualifications and Training

- Degree plus post graduate diploma or equivalent experience
- Demonstrates commitment to own continued professional development (CPD)