



COMMUNICATIONS OFFICER

RECRUITMENT PACK



The Queen's Nursing Institute
1A Henrietta Place, London W1G 0LZ
020 7549 1400 / mail@qni.org.uk / www.qni.org.uk

Professor John Unsworth OBE, Chair; Dr Crystal Oldman CBE, Chief Executive
Charity number 213128 Founded in 1887

We believe in the best possible nursing for people at home and in the community; we work with nurses and decision-makers to make sure that good quality nursing is available at home for everyone when they need it.



WELCOME FROM THE CHIEF EXECUTIVE



Dear Applicant,

Thank you for your interest in the role of Communications Officer at The Queen's Nursing Institute (QNI).

The QNI is the oldest professional nursing charity in the world and is a leading voice for nurses working in the community. Our values of excellence, inclusivity, partnership, independence, advocacy, legacy and integrity underpin the charity's strategic plan 2021-25 which is included in the pack.

The community is where most people receive their care, with more than 90% of all clinical contacts taking place in a community setting. Healthcare providers – NHS and independent – are caring for more people than ever at home and in the community, avoiding unnecessary hospital admissions.

In recent years we have increased the range of activities we undertake, and the support we give to nurses to help them deliver excellent care in the community. Our work includes leadership development, nurse-led innovation projects, standards for nursing education and practice, and a growing number of specialist professional networks, such as our homeless and inclusion nursing network.

You would be joining the charity at a very exciting time. We are expanding our work with the 2500 Queen's Nurses who deliver care in England, Wales and Northern Ireland. We are also launching a new provision for community healthcare provider organisations and the post holder will help coordinate this exciting new work.

If you would like an informal discussion about the role, please do contact our Head of Communications, Matthew Bradby, who would be very glad to hear from you.

Dr Crystal Oldman CBE, Chief Executive

ABOUT THE QNI

The QNI is the independent voice of community nursing in England, Wales and Northern Ireland, striving to influence health and care policy and supporting the nursing workforce, to ensure that people are provided with the best possible nursing care in their homes and communities, whenever and wherever that care is needed.

MISSION

The QNI is dedicated to improving the nursing care of people in the home and the community. We promote excellent nursing care for everyone, where and when they need it, provided by nurses and their teams with specific skills and knowledge.

VALUES

Excellence: in nursing, supported by innovation and evidence.

Inclusivity: promoting and valuing equality and diversity in all that we do.

Partnership: with people, organisations and policy makers, ensuring individuals, families, carers and communities are at the heart of all we do.

Independence: using data and intelligence to provide an independent voice.

Advocacy: championing the unique contribution of all community nurses.

Legacy: cherishing our history whilst supporting innovation and new ways of working.

Integrity: living our values and challenging inequalities.

STRATEGIC PRIORITIES/GOALS

Influence

1. **Policy Influence and Development:** to improve the health and wellbeing of individuals, carers, families and communities by influencing local, national and international policy, including through the use of the nurse's voice.

2. **Data and Evidence:** to provide independent intelligence about nursing in the community and primary care that is relevant and needed.

Quality

3. **Innovation and Quality Improvement:** to improve nursing practice in the community through developing, testing and evaluating innovative approaches to care.

4. **Standards:** to set national standards for nurse education and practice in community settings, which are recognised across the profession, educators and service providers.

Voice

5. **Role models and Leaders:** to develop, promote and support excellent and diverse nursing leaders and role models and to empower nurses to raise their voice and articulate their value.

6. **Support for Nurses:** to support the wellbeing of all community nurses, whether working or not, by listening and responding to their personal and professional needs.

OUTCOMES

Influence

The QNI is the organisation that is called upon to contribute to national policy development and implementation when shaping nursing services in the context of a wider health and social care system.

Quality

Evidence from the QNI regarding quality improvement and standards is used to inform policy, research, practice and education and is recognised at all levels in the system.

Voice

A diverse community of Queen's Nurses and others in the QNI networks successfully lead innovation and change, challenge inequalities and make a positive difference to the care of individuals, carers, families and communities.





JOB DESCRIPTION

POST TITLE: **Communications Officer**

CONTRACT: Permanent

RESPONSIBLE TO: Head of Communications

WORKING WITH: Head of Communications + Publications Manager

HOURS/SALARY: 35 hours full time, flexible working, £33,000 per annum

BASE: Central London (W1G 0LZ) – we are currently operating hybrid working and we ask employees to attend our London office with their core team for one day every two weeks as well as other occasional key moments such as away days, inductions and training that is more effective in person. The role will also require travel and attendance at external meetings, conferences and key events as appropriate.

The post holder will be a key contributor to the QNI's communications work.

This is an exciting role which will allow someone with creativity and precision to grow and demonstrate their potential, in a supportive and friendly team environment.

There will be particular emphasis on digital content and support to the QNI's digital infrastructure including websites, social media, and other platforms such as Mailchimp.

The job is within the Communications Team. Working closely with other teams, the main areas of the role are described below. All job roles in the QNI change and develop over time.

Communications

Contribute to marketing and communications campaigns that support the QNI's Strategic Plan, working with colleagues to produce email marketing updates to network members.

Help manage social media channels, including Mailchimp, Twitter/X, Facebook, LinkedIn, and Instagram. Develop and grow subscribers to the QNI's digital channels including social media and email marketing. Be responsible with the team for ensuring QNI brand and style guidelines are applied consistently across the organisation's channels, and also ensure we are compliant with legislation such as GDPR, security and privacy controls.

Provide reports for colleagues on media engagement, including press coverage, social media analytics and mentions, Google analytics, email response rates, etc.

Work with the team to explore options for using new media and content creation, including video, audio, photos.

Websites, Digital and Customer Relationship Management

Add new content to the QNI's websites and update existing content, using Wordpress and other content management systems as needed. To help ensure the QNI's websites are functioning properly, being a key point of contact for external web developers.

Help ensure effective integration of third-party platforms with QNI websites, as well as keeping up to date with new functionality, including AI.

Use Google Analytics to advise colleagues with digital data and analytics to develop organisational insight. Use data to understand how users behave online, helping to improve online experiences of website users. Help ensure digital processes create a more efficient and comfortable work environment, supporting the goals of our various teams.

Help administrate the QNI's Salesforce database currently being introduced. This may include an element of managing the transition from the old database, working with external partners. Help develop the database to ensure that the QNI obtains maximum benefit from the software, liaising with key stakeholders.

Fundraising, Finance, Media

Working with the team, ensure that the online donations system and other fundraising platforms operate effectively, working with the Head of Finance on financial administration as required. In the QNI online shop, oversee order processing and fulfilment, provide customer support, resolve issues and track sales and inventory.

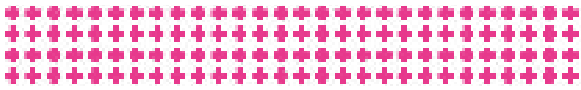
Be a contact for the QNI press office as needed, linking with journalists, nurses and other stakeholders. There is also important liaison work with key stakeholders and funders such as the National Garden Scheme. To keep up to date with the changing media landscape, identifying opportunities to learn from innovations or best practice.

General

To be an active and supportive member of the QNI staff team and contribute to other activities such as external events, conferences and exhibitions.

To adhere to health and safety regulations, and QNI organisational policies; and be committed to the principles and practice of equal opportunities.

Some work outside normal office hours may be required. No overtime is payable but time off in lieu may be taken with agreement



PERSON SPECIFICATION

Criteria		Essential (E) / Desirable (D)	Assessment Application form (A) Interview (I)
Qualifications	Undergraduate degree	E	Application form
Skills & Knowledge	Knowledge and experience of working in a communications and/or public relations capacity	E	A/I
	Excellent written and oral communication skills	E	A/I
	Able to write in different styles for different audiences, and talk to a wide variety of people	E	A/I
	Organised and efficient, able to work on own initiative on multiple tasks, and meet deadlines reliably	E	A/I
	Experienced in website management using a CMS	E	A/I
	Experience of social media in a professional context	E	A/I
	Knowledge of health care policy (politically informed)	D	A/I
	Experience in a public-facing role or organisation	D	A/I
	Experience of working in a small team	D	A/I
Personal Qualities	Friendly and approachable	E	A/I
	Ability to work self-sufficiently across a range of duties	E	A/I
	Ability to work to deadlines and defined outputs	E	A/I
	Able to work effectively and collaboratively in a small team	E	A/I
	Committed and enthusiastic	E	A/I
	Able to communicate with people at different levels	E	A/I
	Able to prioritise, with an organised approach to work	E	A/I
	Demonstrable commitment to community nursing and related health issues	D	A/I

OUR BENEFITS

Supportive Team

We are committed to living our values of excellence, inclusivity, partnership, independence, advocacy, legacy and integrity. Many of us have been at the QNI for a long time and part of that is the value we place on being part of a team, both celebrating achievements but also supporting individuals through tougher times. At the core to this are our values which we believe come from our roots of having set up the first District Nurses in Liverpool 137 years and now live on in all nurses working in community. We believe one of the biggest reasons you would want to join us is the experience of working as part of our team.

Holiday

Full time staff are entitled to 25 days paid holiday. In addition, the QNI will be closed between Christmas and New Year, affording staff an additional 4 days' leave. In addition to the annual entitlement, staff are eligible for paid leave for all statutory and public holidays.

Workplace Pensions

The QNI has a generous workplace contribution scheme set at two levels. On the basis of a contribution by the employee of 3% it will make 6% contribution, similarly on a basis of a 5% contribution it will make a contribution of 10%.

Hybrid Working

While formally the place of work for our employees is our office at 1A Henrietta Place, London W1G 0LZ, we do hybrid working. This means that full-time employees are expected to be in the office one day every two weeks for their team.

Team Away Days

We gather as a full team at least four times a year. This is an important part of our work to celebrate the work we have done, an opportunity to knowledge share and input into future plans together.

Season Ticket Loan

We provide an interest-free season ticket loan.

APPLICATION PROCESS

We welcome applications from candidates who can demonstrate the skills and competencies to undertake the work. As a charity that values and celebrates patients and a diverse workforce of nurses, we are keen to receive applications from people who have experienced disadvantage and from those who are of Black, Asian and Minority Ethnic communities.

The deadline for applications is **Monday 2 September at 5pm**. The method of application is via the application form in the job pack. Please email your application to christine.widdowson@qni.org.uk.

If you wish to speak the Head of Communications about the role, please email matthew.bradby@qni.org.uk.

Interviews will take place in the office in London on **Friday 13 September 2024**.