

Communications Officer

Job Description

Salary range:	£32,266 – £36,875 per annum, plus benefits
Band:	5
Job type:	Full-time (37.5 hours)
Contract period:	Permanent
Reporting to:	Portfolio Operations Manager
Team:	Platform Services
Location:	Oxford / up to 100% remote working within the UK in line with Picker's Home and Remote Working Policy

Picker Institute Europe

Picker is an Oxford-based charity with an international reputation as a key authority in the measurement and improvement of patient experience. Our mission is to make person-centred health and social care a reality for everyone.

Our work is focused on measuring, understanding and improving the experiences of patients, service users and staff. To do this we design and run surveys for public and private health and social care organisations, as well as national bodies, voluntary sector and international healthcare providers. We conduct original research using qualitative and quantitative social research methods to understand people's experiences of care. We provide training, tools and support to equip organisations to improve services and deliver more person centred care.

Platform services

Platform services is responsible for organisational development and provides corporate support to Picker. This includes liaising with the Board of Trustees and overseeing governance and strategic development. On a day-to-day basis, platform services support other Group teams with communications, finance, HR, and IT related matters.

Purpose of the role

The Communications Officer plays a key role in enhancing Picker's profile, reputation and influence by delivering engaging communications across a range of channels. The role is responsible for shaping the organisation's social media presence, creating compelling thought leadership content including case studies, blogs, press releases and other marketing assets, and ensuring that Picker's work, impact and expertise are communicated effectively to target audiences.

The postholder will lead the day-to-day management and optimisation of the Picker website, ensuring content remains up to date, accessible, relevant and SEO-focused through the effective use of analytics and performance insights. They will collaborate with colleagues across the organisation to develop and deliver marketing plans for key activities, programmes and events, provide communication support and guidance to internal teams, and work closely with the external marketing agency to coordinate and support portfolio-led campaigns that strengthen organisational objectives.

The post holder will ensure a consistent flow of content via our website, newsletter and social channels. They will maintain the tone and quality of all external and internal communication materials and will help to develop high-quality communication materials, including:

- Annual impact report
- Brand guidelines and style guide
- Website content
- Event marketing plans
- Case studies
- Press office outputs
- Social media content
- Thought leadership pieces
- Improvement materials

The post holder will help to ensure Picker's messages reach our audience using:

- Social media
- Events – webinars, Awards and conferences
- Supporting placement of our stories in external media
- Partnership working with other organisations
- Email
- SEO
- Google Analytics
- Google Ads

Duties and responsibilities

Strategic

- Support the development and delivery of Picker's communications strategy to enhance organisational visibility, reputation, influence and stakeholder engagement.
- Develop and implement integrated communications plans for key organisational priorities, services, research outputs, events and campaigns.
- Strengthen Picker's position as a thought leader by identifying opportunities to promote research, insights, impact and expertise across media, digital and stakeholder channels and portfolio pillars.
- Use performance data and audience insights to evaluate communications activity, improve effectiveness and inform future marketing and engagement strategies.

- Support business development and organisational growth objectives through effective promotion of Picker's services, impact and value proposition.
- Build and maintain effective relationships with internal stakeholders, external partners, media contacts, suppliers and agencies to maximise communications opportunities.
- Identify and champion opportunities for innovation and continuous improvement across communications, digital marketing, website performance and audience engagement.

Operational

- Create & connect high-quality communications content, including website copy, blogs, case studies, social media content, newsletters, press releases and promotional materials.
- Develop Picker's website and digital channels, ensuring content is accurate, engaging, accessible, up-to-date and optimised for search performance.
- Coordinate and deliver social media activity, including content planning, audience engagement, community management and performance monitoring.
- Support the delivery of media relations and PR activities, including media monitoring, press release distribution and promotion of organisational news and research.
- Plan and execute campaigns for events, webinars, research publications, services and strategic initiatives, working with colleagues and external suppliers as required.
- Provide communications support to teams across the organisation, offering copywriting, editorial, promotional and campaign planning assistance.
- Monitor, analyse and report on communications performance, including website traffic, SEO, campaign metrics, social media engagement and marketing effectiveness, ensuring compliance with organisational policies and data protection requirements.

Flexibility

- Contributing to the work of Picker as a whole by:
 - Fully engaging and participating in the achievement of Picker's aims and objectives.
 - Advocating new approaches, processes and methods to enhance Picker's performance.
 - Promoting the sharing of knowledge and communications across teams within Picker; working closely with other teams to deliver projects and promote the work of the Charity.

General Duties

- Ensuring compliance with all company policies, internal working practices and external regulatory requirements (eg. Quality Assurance Framework, current data protection regulations, ISO 27001, ISO 27701, ISO 20252, and MRS Code of Conduct).
- Occasional travel for research activities, client meetings, conferences.
- Other reasonable duties, as requested by line manager.
- Maintain and comply with established working systems to ensure success in operational delivery and planning
- Support the development of new systems and processes for the portfolio governance & delivery

Person specification

Experience, knowledge and understanding	
Experience of dealing with a range of media	E
Experience of maintaining and developing websites	E
An interest in healthcare quality and person centred care	E
Evidence of frequent and continuing professional development	E
Experience of working in a Communications, Marketing or associated role	E
Expertise in writing case studies, blogs and other communications	E
Expertise in using social platforms to develop communities	E
Experience of developing and maintaining relationships with clients, external stakeholders, collaborators or partners	D
Working knowledge of current data protection regulations and ISO27001	D
Skills / Abilities	
Ensures compliance with company policies, internal working practices and external regulatory requirements	E
Excellent writing skills and a demonstrable ability to write to a high standard for a range of different audiences and to edit the work of others	E
A high degree of self-motivation and resourcefulness combined with a willingness to adopt a 'hands-on' role	E
Excellent grasp of written and spoken English	E
A methodical approach to work and strong attention to detail	E
Ability to assess work priorities, communicate needs and manage multiple workstreams.	E
High level of competency in Office 365	E
Ability to work collaboratively, corporately and departmentally, and where necessary with external suppliers and contacts	E
Ability to work to deadlines and tight timescales	E
Ability to work independently, initiating new communications activities under managerial direction, following operational communications plan, gaining required approval as needed and at predetermined stages of projects	E
Empathy with Picker and its aims	E

Expertise in using graphic design software such as Adobe InDesign and Canva	E
Experience of marketing automation software package e.g. HubSpot; as well as working knowledge in the use of Google Analytics 4, and Google Ads	E
Qualifications	
Educated to degree level or equivalent in a relevant discipline	E

E = essential D = desirable

This job description is not contractual and is liable to change over time.

Picker is committed to equality, diversity, and inclusion in all that we do. We welcome applicants from diverse communities and backgrounds and we are a Disability Confident committed employer.

All roles at Picker require a criminal record check. Picker will not automatically refuse to employ someone with a previous criminal conviction. If you need further information on our criminal record checks, please contact the HR team by email; hr@pickereurope.ac.uk