

JOB DESCRIPTION & PERSON SPECIFICATION

Saint John of God Hospital CLG comprises Saint John of God Hospital, Saint Joseph's Shankill and Mental Health First Aid Ireland

Saint John of God Hospital, Stillorgan, Co. Dublin is an independent acute psychiatric teaching hospital with 180 in-patient beds and one of the leading European providers in mental health treatment and care. The hospital also has outpatient services available in Dublin. Saint John of God Hospital employs 364 staff.

In addition to a range of outpatient services, which include psychiatry, psychology, WRAP® (Wellness Recovery Action Plan), the Hospital currently provides specialist inpatient services in: Addictions, Psychosis, Eating Disorders, Psychiatry of Later Life and Adolescent services. The Hospital is affiliated with University College Dublin, Trinity College Dublin, Dublin City University, the University of Limerick for undergraduate and postgraduate healthcare professional programmes, The Royal College of Surgeons in Ireland and the College of Psychiatrists of Ireland. <https://www.stjohnofgodhospital.ie/>

Saint Joseph's Shankill is the largest residential facility in Ireland solely dedicated to dementia care and leads the way in dementia care in Ireland through innovation, education, and community engagement. Saint Joseph's provides residential care to 60 people and also provides day care and respite services and currently employs 102 staff, with the support of 200 dedicated volunteers. www.saintjosephsshankill.ie

Mental Health First Aid Ireland is the only licenced provider of mental health first aid training in the Republic of Ireland and has provided training to over 11,500 people. MHFA has been shown to be effective in improving mental health literacy, reducing stigma and improving help-giving behaviours. www.mhfaireland.ie

THE POST:	MARKETING & COMMUNICATIONS MANAGER Salary Scale: €55,849 - €72,602 (11 point scale)
RESPONSIBLE TO:	Chief Executive Officer of Saint John of God Hospital CLG
REPORTING TO:	Chief Executive of Saint John of God Hospital CLG
WORK LOCATION:	Saint John of God Hospital, Stillorgan, St Joseph's Centre Shankill & Mental Health First Aid Ireland and all associated current and future work locations.

Purpose of the Position

The Marketing & Communications Manager is responsible to the Chief Executive (or designated nominee) assuming responsibility for marketing, communications and advocacy across St John of God Hospital, St Joseph's Centre and Mental Health First Aid Ireland. He/she will lead and coordinate campaigns, promotion of brand profile, communication of services provided, designing and implementing a successful marketing and communication strategic and operational plan across the three services. The marketing & communications manager will create reports for presentation indicating outcomes from campaigns and interaction with communications. He/she will take lead on all website and social media messaging and content.

In so doing, the post holder will ensure the provision of such leadership in accordance with the ethos and values of Saint John of God Hospitaller Services Group and that the organisation's quality and regulatory and requirements are improved, adhered to, implemented and maintained.

Qualifications/Experience/Knowledge, Skills & Abilities

- Educated to Bachelor Degree/Higher Diploma level (NFQ Level 8 on the Irish National Framework of Qualifications maintained by Qualifications and Quality Ireland QQI) in the area of marketing and/ or subject related to the functions of this role and evidence of on-going continuing professional development.
- Where marketing or communications is not the primary degree, have additional qualification in marketing and/or communications to Diploma level (NFQ Level 6).
- Direct experience in marketing with demonstrable achievements in managing successful marketing campaigns is essential.
- Significant experience in data analysis, operational implementation of marketing strategies.
- Strong managerial experience in working across multiple discipline professional groups.
- Strong communications experience.
- Experience of working in a healthcare or related setting.
- Excellent organisational and time management skills and ability to plan and prioritise work while responding flexibly to rapidly changing priorities.
- Excellent communication skills – written, verbal and able to influence and negotiate at all levels.
- Team player with proven ability and willingness to lead and motivate colleagues and to work collaboratively to ensure marketing and communications objectives are met, developing constructive working relationships in pursuit of delivering high quality marketing, communications and advocacy services.
- Ability to work autonomously and excellent time management skills to meet deadlines and manage workload.
- Good working knowledge of GDPR regulations, the Data Protection Acts and Information Governance requirements.
- Demonstrate strong teamwork, interpersonal skills, energy, enthusiasm and commitment.
- Proven ability to assume responsibility and make decisions.
- Ability to lead the change process, from problem recognition to change implementation and evaluation.

Main Duties and Responsibilities

The following is not an exhaustive listing of the duties associated with the post, but is intended for the guidance of the person assigned to the position:

KEY RESPONSIBILITIES

The post holder is responsible for operation of the Marketing & Communications function and will:

- Implement marketing and communication strategies for St John of God Hospital, St Joseph's Centre and Mental Health First Aid Ireland as agreed with the Senior Management Teams.
- Lead internal and external communication efforts, including press releases, media relations, and public relations campaigns, to enhance brand reputation and visibility.
- Take a strategic and proactive approach to Marketing, Communications and Public Relations.
- Monitor and evaluate the effectiveness of marketing campaigns and communication initiatives, and adjust strategies as needed to achieve business objectives.
- Manage campaigns with local management teams. Ensure teams are operationally ready and informed of planned marketing activity well in advance.
- Manage digital marketing channels, including social media, email marketing, and website content,

to engage with target audience and drive traffic and conversions.

- Oversee and approve marketing material, from website content, social media posts, hard copy brochures and other relevant material.
- Organise and oversee Website maintenance and managing and updating internal communication on the Intranet.
- Manage and assess Google / social media adverts.
- Review all copy material submitted for publication for completeness of documentation and accuracy.
- Provide assurance to the St John of God Hospital CLG Management Teams and Board that all marketing materials are produced and deployed in compliance with code of the Advertising Standards Authority of Ireland (ASAI).
- Develop and manage the technical expertise in marketing, communications and advocacy.
- Perform ongoing reviews of regulations regarding healthcare marketing and appraises management team of changes.
- Participate actively in the management of complaints regarding marketing and/or communications.
- Produce regular insights into patient/ family/ referrer (customer) experience.
- Conduct market research and analysis to identify industry trends, competitor activities, and consumer and carer preferences, and incorporate findings into marketing strategies.
- Support internal projects such as business development opportunities.
- Co-ordinate output of staff communication material and events in conjunction with HR.
- Oversee the organisation and coordination the production of webinars.
- Manage all contractors relating to marketing and communication.
- Central contact for crisis management – coordinating company/agency response with the external public relations team.
- Prepare policies, protocols, SOPs and guidelines on various aspects to ensure best practice of marketing, communication and advocacy for dissemination throughout the services.
- Develop and maintain a repository of marketing, communications and other resource material.
- Develops reports that analyses, aggregates and trends all marketing, communication and advocacy performance indicators, using marketing platforms where possible.
- Prepares monthly reports and analysis on marketing, communication and advocacy for the Senior Management Team, Deputy/Chief Executive, Clinical Governance Committees, Sub Committees of the Board and for the Board.
- Provides ongoing monitoring and evaluation of the effectiveness of the marketing, communications and advocacy plan for St John of God Hospital CLG. This includes an evaluation of the previous year plan and assuring the plan for the next year is approved by the appropriate persons.
- Participates in orientation and the ongoing education and training of hospital staff.

- Works collaboratively with the Director of Communications at HSG.
- Work with our subject matter experts and Group Communications to develop a creative and modern content strategy.
- Manage the marketing and communications budget.

In addition, the post holder will:

1. Support the Chief Executive in the development and implementation of marketing, communications and advocacy response.
2. Participate in staff development and in-service training relevant to the post as may be organised from time to time.
3. Be involved in an active way in the future service developments in and associated with Saint John of God Hospital CLG.
4. Keep abreast of advances and developments in the provision of services in the areas of Mental Health and dementia.
5. Be fully familiar with the terms of the Safety, Health and Welfare at Work Act and all relevant policy documents of the organisation i.e. Welcome Pack, Safety Statement, Guidelines for Safeguarding Vulnerable People, etc.
6. Ensure that all St John of God Hospital CLG reports and records are confidential to the service and to maintain confidentiality in respect of matters which come to your knowledge in the course of your official duties.
7. Be fully familiar with the terms of the Safety Health and Welfare at Work Act 2005 and supporting Regulations, and all relevant policy documents of Saint John of God Hospital CLG including e.g. Risk Management Policy, Complaints Policy, Adverse Incident Reporting Policy, Manual Handling Management Policy, Safety Management System, Fire Policies, Safety Statements, Staff handbook, Patient information Booklet, Contract of Care, Safeguarding Vulnerable People Policy, Standard Operating Procedures and all the relevant Policies and Policy Documents relating to Saint John of God Hospital CLG and the Strategic Plan for the organisation.
8. Be fully familiar with the Regulatory requirements of the Mental Health Commission and HIQA and ensure their full implementation pertaining to your areas of responsibility.
9. Liaise and meet with the Director of Communications at HSG regarding wider HSG initiatives.
10. Evaluate and review practices, policies, procedures, processes, guidelines and systems for all marketing and communications operations across the services collaborating with line management so that they are consistently in line with best practice and industry standards.
11. The values of Saint John of God *Hospitaller* Services Group are Hospitality, Compassion and Respect. All employees are expected at all times to discharge their duties in a manner consistent with and reflects in practice, the living out of these values.
12. This job description will be subject to review in light of experience and/or changing circumstances and will include other duties appropriate to the post as may be reasonably determined by the Chief Executive or his/her designated nominee.

Working Relationships

Maintain effective working relationships with all staff within Saint John of God Hospital CLG and working closely with

- Chief Executive & Deputy Chief Executive, Saint John of God Hospital CLG
- Clinical Director, St John of God Hospital CLG
- Head of Operations, St John of God Hospital
- Director of Nursing, St John of God Hospital
- Head of Finance, St John of God Hospital CLG
- Head of Human Resources, St John of God Hospital CLG
- Head of ICT, St John of God Hospital CLG
- Risk Manager, St John of God Hospital CLG
- Consultant Psychiatrists
- Head of Disciplines/Departments
- Person-in-Charge / Director of Nursing St Joseph's Centre
- Saint Joseph's Shankill Management Team members
- Carer & Consumer Council, St John of God Hospital
- Personnel within other private, statutory and voluntary bodies and organisations
- Director of Communications (HSG)

Working Week

37 hours per week Monday to Friday, 9.00am to 5.00pm. From time to time, it may be necessary to work outside of the above, e.g., before 9.00am or after 5.00pm and at weekends.

Holidays

The holiday year runs from 1st January to 31st December and the annual leave allowance is 30 days. Public holidays will be granted in accordance with the provisions of the Organisation of Working Time Act, 1997.

General

Saint John of God Hospital CLG will not be liable for any expenses incurred by candidates in connection with interview etc., or in relation to employment in this position.

All posts in Saint John of God Hospital CLG require a high level of flexibility to ensure the delivery of an effective and efficient service. Therefore, the post holder will be required to demonstrate flexibility as and when required. This job description will be subject to review in light of experience and/or changing circumstances and will include other duties appropriate to the post as may be reasonably determined by the Chief Executive or the designated nominee.

January 2024

Saint John of God Hospital CLG is a company limited by guarantee, not having a share capital. It is registered with the Companies Registration Office (No. 430743), the Charities Regulator (No. 20069858) and with Revenue (CHY No 18282).