



Communication and Public Relations Manager





CHIEF EXECUTIVE'S WELCOME

Dear Applicant,

Thank you for your interest in applying for the position of Communication and Public Relations Manager.

We are dedicated to providing quality healthcare to our patients in partnership with Northern Ireland's leading consultants.

This is an opportunity to contribute to the provision of a valuable service to the healthcare sector in Northern Ireland.

We are entering an important period for the Clinic having recently completed the first phase of a significant capital investment programme.

Over the next five years the Clinic will be continuing with its programme of capital investment aimed at improving and expanding our facilities.

The Communication and Public Relations Manager will play a key role in the senior management team and contribute to the Clinic's excellent reputation, to influence the delivery of patient centred services and participate in the development and implementation of our future plans.

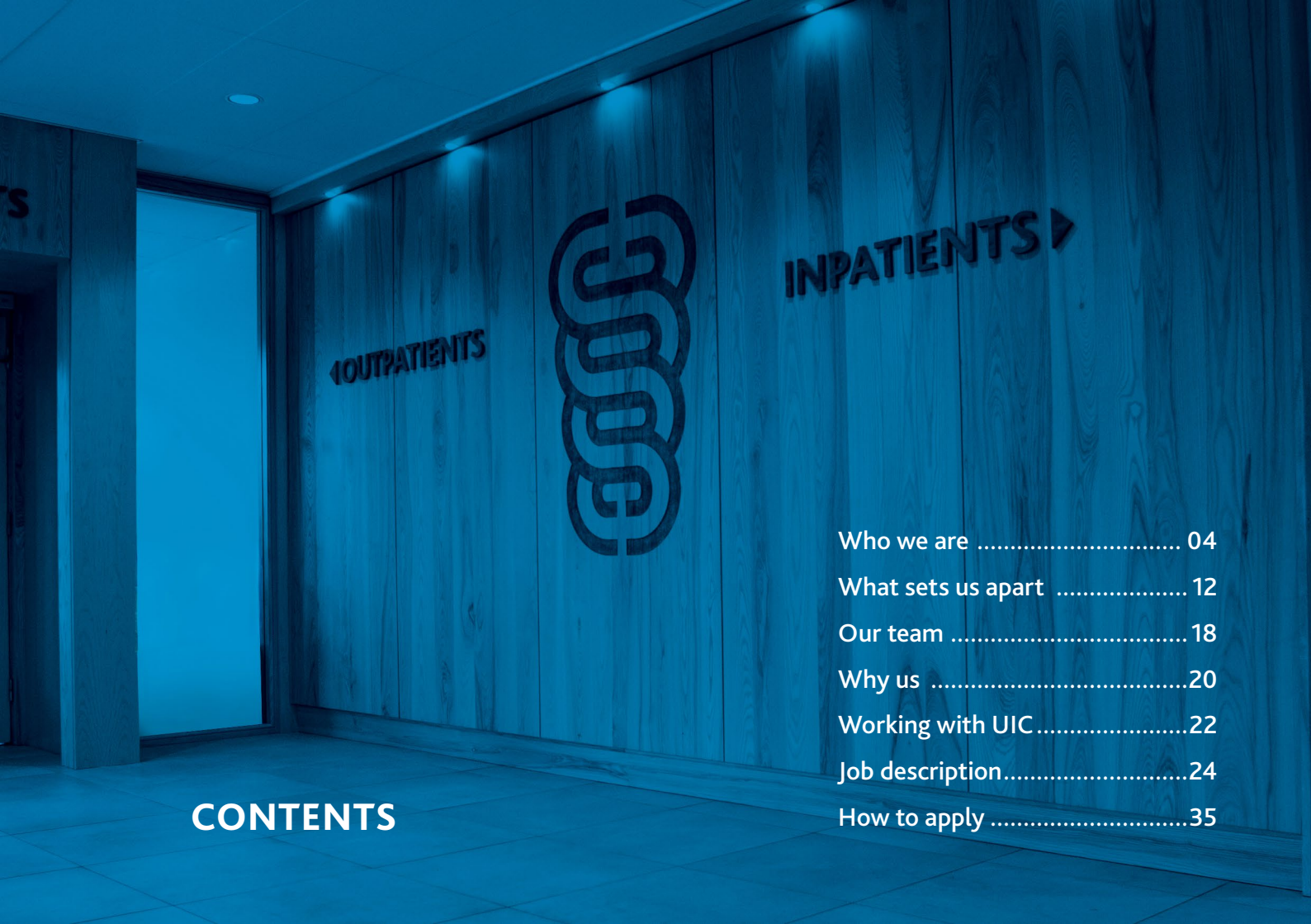
The Communication and Public Relations Manager will provide strategic advice and leadership on the Clinic's communications strategy to myself and the Board of Directors.

This is a new role being introduced to the leadership structure as part of the Clinic's growth and continuous improvement plans.

We welcome applicants who are inspired and motivated by the challenges and the opportunities this position presents.

Miss Diane Graham, Chief Executive





OUTPATIENTS



INPATIENTS

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**Who
we are**



**THE ULSTER
INDEPENDENT
CLINIC**

45 YEARS OF CARING

The idea of building a private hospital was conceived in 1972 when the last nursing home in Belfast capable of dealing with operative surgery closed. The late Dr Gavin Boyd, Consultant Gynaecologist, heading a committee of medical consultants and business people, accepted the challenge to raise enough money to design, build and run a small private hospital.

As a result of the efforts of the committee, the Ulster Independent Clinic was opened in 1979 on a site in Belfast some three miles south of the city centre. The Clinic set new standards in independent healthcare and offered private facilities not available elsewhere in the province at that time.



CONTINUOUS IMPROVEMENT

The success and growing reputation of the hospital has necessitated several expansion and development programmes over the last 45 years and we continue to invest in our building and equipment right up to this very day.



HOW WE'RE RUN

The hospital is governed by a Board of Directors, the members of which are drawn from medical and non-medical backgrounds and give their services voluntarily.

Having charitable status, the hospital aims to make a modest surplus each year. All surpluses are reinvested in the hospital enabling continuing development for the benefit of the patients.



WHERE WE ARE



Ulster Independent Clinic
245 Stranmillis Rd, Belfast BT9 5JH

The Ulster Independent Clinic is situated in the leafy suburb of Upper Malone, close to Belfast city centre and transport hubs.



2.2 MILES
to Belfast city centre



1.8 MILES
to M1 motorway

3.6 MILES
to M2 motorway



0.1 MILE
to bus stops



1.0 MILE
to Adelaide Station



M2

SSE Arena

Victoria Square

Belfast city centre

M1

Ormeau Park

Queen's University

Botanic Gardens

Windsor Park

Adelaide Train Station



THE ULSTER
INDEPENDENT
CLINIC

OUR RESOURCES



INVESTING IN OUR FUTURE

To deliver on our promise of patient-centred excellence, we invest in the best equipment and facilities. We currently have:

OPD

An outpatient department consisting of 24 consulting rooms and an administration area for nursing staff

IMAGING

An Imaging department with X-Ray, Dexa, CT, MRI, ultrasound and mammography capabilities

PHYSIO

Physiotherapy Department offering a full range of inpatient and outpatient treatments

DEPARTMENTS

Inpatient | Outpatient
Physiotherapy | X-RAY

SERVICES

Breast Care | Chemotherapy
Cardiac Investigation | Respiratory Service

500
staff

400
consultants

70
patient beds

6 theatres

Endoscopy suite

Recovery wards

HDSU

Self-contained decontamination and sterilisation unit

Cellular
Pathology
Laboratory

Pharmacy



What sets us apart

The Ulster Independent Clinic is made up of people who are driven by the same mission and share the same core values. If you find our mission inspiring and see yourself in our values, we want to hear from you.

MISSION STATEMENT

Provide, in partnership with our medical colleagues, quality healthcare timed to suit the patient's needs in an environment that is both comfortable and private.

Professional staff will care for the patient, providing the level of friendly, competent and evidence-based service we would wish for our families and ourselves. To sustain this level of commitment, the Clinic supports the professional development of its staff so that the knowledge and skills the patient requires for his/her care and treatment are continually enhanced.



OUR VALUES

Caring

Caring for our patients in the very best possible way is central to the work of the entire team at the Ulster Independent Clinic.

Dedicated

Everyone working at the Ulster Independent Clinic shares the same dedication to providing our patients with effective and responsive healthcare in comfortable and private surroundings, respecting their rights, dignity and privacy.





Approachable

We do everything we can to ease any anxieties patients may have while they are in our care. We will do our best to answer questions and deal with any personal requirements.

Forward-thinking

Advances in medicine are made every day; our consultants are leaders in their specialties and are committed to continuous professional development, enabling them to offer patients the best possible outcomes.



STANDARDS OF EXCELLENCE

Maintaining excellence in patient care and outcomes requires an ongoing commitment to quality improvement. This commitment to continuous improvement is in addition to our statutory requirement to achieve the standards of the Health and Personal Social Services (Quality, Improvement and Regulation) (NI) Order 2003, which is inspected by the RQIA (Regulation and Quality Improvement Authority).

CHKS



We participate voluntarily in CHKS, an IEEA accredited quality improvement programme which is a rigorous external review of quality. CHKS awards accreditation to healthcare organisations that have fully complied with all the CHKS standards and criteria relating to legal and professional requirements, the safety of patients, staff and visitors, patients' rights and accepted sound organisational practice in healthcare.

ISO

Our HDSU has EN ISO 13485: 2916

Our Cellular Pathology Laboratory has UKAS ISO 15189: 2012 Medical Laboratory

IN THE COMMUNITY

The Ulster Independent Clinic is embedded in the sporting and community life of the province. Here are just some of the ways in which we give back.



The Ulster Independent Clinic is the official healthcare provider to Ulster GAA. We provide specialist support in the rehabilitation of players and health checks for referees and support staff, and are working closely to promote health and wellbeing amongst players, referees and staff.



The Ulster Independent Clinic works directly with the Professional Football Association Northern Ireland. We provide specialist support in the rehabilitation of players and health checks for support staff.

Education

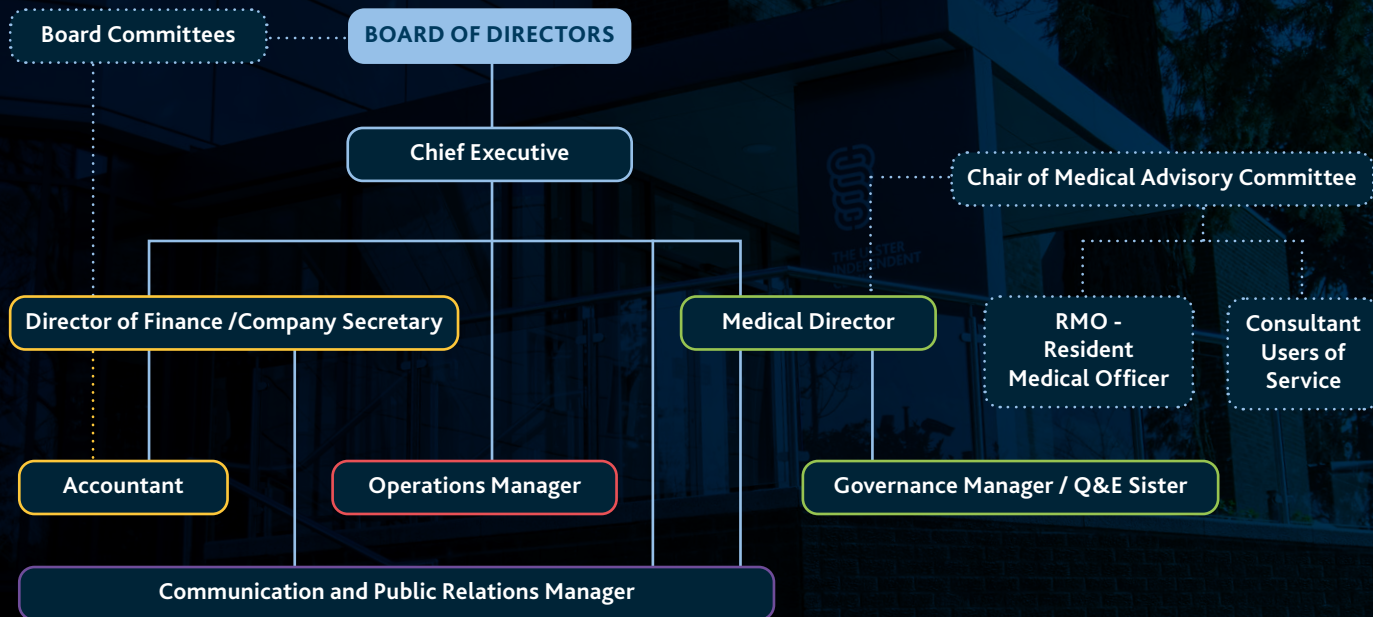
We facilitate placements for healthcare students in conjunction with the local universities.

Our team

Patient care is a team effort involving experienced registered professionals and ancillary and administrative staff, all striving to deliver quality care to our patients. Our Board of Directors, staff and the consultants who use our facilities work collaboratively to ensure we deliver dynamic and responsive care for our patients.

INPATIENT RECEIPT





Why us

We look after our staff so that they can look after our patients.

BENEFITS

These benefits apply across the board to the staff of the Ulster Independent Clinic.



Up to 43 days' annual leave



pro-rata 37 days to 43 days with service

Private medical insurance



after 18 months' service

Non-contributory pension

13% contribution by UIC



Paid meal breaks

Meals provided



free of charge

Car-parking

provided free of charge



Sick pay

Generous pay arrangements which accrue with service



CAREER PROGRESSION

It is embedded in our mission statement that we support the professional development of our people by making sure they have the knowledge and skills they require to deliver excellent care. Our performance management system is at

the heart of our skills enhancement policy. It is during these meetings that training and development needs are identified. If you are ambitious, the opportunities for development we offer can be the stepping stones to career progression.

Working with us

With great staff benefits, continuous training and opportunities to progress, our people thrive. Hear what some of them have to say...



CAROL WATSON
Outpatients Sister

JOINED JULY 2008

I joined the UIC as a staff nurse and became Outpatients Sister in 2016. I work with an excellent team of staff in the department. I enjoy the environment of support and camaraderie. Everyone is committed to providing excellent care and going that extra mile for patients. The Clinic is well organised and has robust policies and procedures in place. Senior staff are friendly, approachable and supportive, and the benefits are superb. UIC is the best place I've ever worked. I love that no two days are the same.





NICOLA MCGREGOR
Director of Finance

JOINED MARCH 1998

I joined the UIC as accountant in 1998 and in 2006 I became Company Secretary/Financial Controller. I am now the Director of Finance. I really enjoy being part of a multi-disciplinary management team, helping to drive the success of the organisation. The job is challenging and rewarding. The UIC is a unique organisation, which values and cares for all its staff. Although I don't directly engage with patients, the Clinic's patient-centred focus is embedded in the culture.



Job description



Title:

Communications and Public Relations Manager

Responsible to:

Senior Management Team

Accountable to:

Chief Executive

Working Hours:

Full time (although we may be able to consider 4 days a week)

OVERALL OBJECTIVE

Lead the development and implementation of the Clinic's communications strategy. Implement and deliver effective communications, including marketing and digital engagement activities. Promote and manage the Ulster Independent Clinic's brand. Be the lead within the organisation for all printed and digital communications. Arrange and deliver engagement events.

Main Duties and Responsibilities - Communications

1. Lead, develop and implement an effective communications strategy to promote the vision and values of the Clinic, setting it apart from other private healthcare providers.
2. Lead and implement the Clinic's annual communications plan. Manage the financial aspects of the plan, including budgeting and monitoring expenditure, in collaboration with the Director of Finance.
3. Lead and develop the implementation of internal service communications working in collaboration with departmental managers to promote various projects and activities.
4. Be our principal Brand Ambassador working to ensure all managers and staff have clear messaging and guidance on how they can support our brand. This will involve assigning actions to key team members, monitoring and ensuring tasks are completed.
5. Oversee and manage the Clinic's online and social media presence including website and other social media channels. Ensure both are continually optimised and responsive to opportunities. Make recommendations for enhancement and growth to deliver the Clinic's strategy.
6. Draft website copy and develop content for digital use and printed materials which communicate our key messages aligned with our brand and where necessary, support specific campaigns.
7. Lead on the creation, review and updating of other digital and printed documentation, including but not limited to patient guides, information leaflets etc. Working with the governance team and relevant department managers ensure all information complies with legal requirements and is easily read.

Main Duties and Responsibilities - Communications

8. With input from the governance lead, manage the production and printing of all documentation, including but not limited to patient guides, information leaflets etc. ensuring quality and value for money.
9. Work collaboratively with departmental managers across the Clinic to identify communications moments (e.g. stories, new services / equipment). Feedback and sign-off on communication materials developed by departmental managers / staff to ensure consistent messaging.
10. Produce regular reports, sharing insight and recommendations to achieve organisational and service goals through our communications.
11. Identify new referrers/service users, growth areas, and recommend new ways of reaching existing referrers/users of service.
12. Be responsible for providing concise, clear and considered analytical information to the Development Committee to facilitate informed decision making regarding communication plans. Attend meetings as required.
13. Working closely with the Chief Executive, ensure that all internal and external communication is appropriately managed.

Main Duties and Responsibilities – Public Relations

1. Act as the organisational lead for Public Relations and keep up to date with patient and user of service experience. This will include reviewing and assisting the team to ensure that appropriate action is taken regarding feedback, on-line comments and complaints.
2. Support the development of media relationships. Curate press and media lists and respond to media queries.
3. Lead on creating and delivering media stories to support the Clinic's aims and objectives. Drafting statements and press releases and ideas for articles and features, developing copy as needed and monitoring coverage.
4. Deliver media training to Clinic spokespeople and provide both written and verbal briefings ahead of interviews to ensure message consistency.
5. Working closely with the Chief Executive, co-ordinate and manage all stakeholder engagement events, whether in-person, virtual or hybrid, including but not limited to G.P. information/training sessions, Consultant/Staff evenings and new service/build launch events. Ensure that all events are appropriately costed and managed.
6. Successfully risk manage all public relation projects, in collaboration with the Senior Management Team

Main Duties and Responsibilities – Staff*

1. Lead and deliver a portfolio of high-quality, person-centred services.
2. Facilitate and encourage continued professional development.
3. Ensure there are appropriate arrangements in place to enable the efficient day-to-day operational management of the service and efficient use of all resources.
4. Be prepared to work flexibly on occasions outside of normal working hours to facilitate events or media requests, subject to the needs of the service.
5. Undertake staff management duties if required: - absence management, performance management and interviewing.

*Please note this position does not currently include any direct line management responsibility but we envisage that there may be a requirement for additional administrative support at a future point in time.

Other Duties

1. Keep up to date with developments within health care as a whole, both locally and nationally.
2. Participate with the requirements for RQIA, CHKS and ISO standards and use as appropriate in communications.
3. Promote a culture of learning and development within the organisation, leading by example.
4. Have an in-depth awareness of the Clinic's complaints policy and ensure that complaints from patients/ relatives or other service users are responded to in a timely fashion and in line with Clinic protocols.
5. Develop and maintain effective internal and external working relationships.

General Duties

1. Perform any other reasonable duties deemed appropriate to the grade.
2. Read, understand and adhere to all Ulster Independent Clinic policies and procedures.
3. Support environmental strategies.
4. Communicate effectively with all users of the service, being courteous and respectful and ensuring confidentiality, at all times.
5. Actively participate and contribute to the continuous improvement of the service.
6. Attend all mandatory in-service training and lectures.
7. Comply with the Ulster Independent Equal Opportunities Policy at all times.
8. Carry out all duties & responsibilities in accordance with Health & Safety policies and statutory regulations.
9. Participate in annual performance review and maintain own personal development file.
10. Responsible for own professional development and maintenance of knowledge and skills according to professional guidelines and be responsible for identifying training needs and assisting in an effective training programme of all staff.
11. Adhere to and abide by professional code at all times.

The above is not an exhaustive list of duties and should be regarded as providing guidelines in which the individual works. This job description is subject to review in light of changing circumstances and operational requirements.

Personnel Specification

EXPERIENCE		
ESSENTIAL	DESIRABLE	TESTING MECHANISM
• At least two years' relevant experience in a Communications / PR leadership role , with a personal track record of success in developing a robust strategy. • Proven record of creating successful marketing campaigns within the past five years. • Demonstrable knowledge and experience of using digital and social media platforms effectively to maximise opportunities in a business context. • Previous experience of using data analytics to develop and implement communications and PR strategies.	• Up to date knowledge of current trends and technological developments within healthcare. • Previous experience in growing a brand.	APPLICATION FORM

EDUCATION / QUALIFICATIONS / TRAINING	
ESSENTIAL	TESTING MECHANISM
• Educated to degree level and / or an equivalent relevant professional qualification. • Evidence of ongoing professional development in PR and Communications.	APPLICATION FORM

Personnel Specification

COMPETENCIES AND SKILLS	
ESSENTIAL	TESTING MECHANISM
• Ability to use own initiative when working alone or as part of a team to produce tangible results. • A high level of attention to detail and ability to strong writing skills. • Ability to communicate messages clearly and effectively with diplomacy and skill. • Ability to provide direction, make effective decisions and provide a responsive Communications / PR service.	INTERVIEW PROCESS
• Membership of a recognised PR and/or marketing or communications professional body.	APPLICATION FORM
• The post holder will be required to be flexible in their working pattern on occasions to meet service need. • The appointment will be conditional upon satisfactory completion of reference checks, *AccessNI clearance and a medical assessment (required prior to appointment).	INTERVIEW PROCESS

Information for Applicants

Please refer to our website

ulsterindependentclinic.com/jobs

for the following policies in relation to your application:

- Policy on the Recruitment of Ex-Offenders
- Criminal Records Information Policy
- Fair Processing Notice for Candidates and Applicants

Applicants can obtain information

about AccessNI at the following website address:

nidirect.gov.uk/campaigns/accessni-criminal-record-checks

AccessNI Code of Practice

at the following website address:

nidirect.gov.uk/publications/accessni-code-practice

AccessNI Privacy Notice

at the following website address:

justice-ni.gov.uk/publications/ani-privacy

UIC LEADERSHIP COMPETENCIES

Senior Leadership at Ulster Independent Clinic requires postholders to demonstrate high levels of competency across three core areas: Leading the Organisation; Leading Others; and Leading Self.



LEADING THE ORGANISATION

- Developing Vision and Strategy
- Managing Change
- Problem Solving
- Decision Making
- Influencing Others
- Risk Management
- Innovating

LEADING OTHERS

- Communicating Effectively
- Developing Others
- Valuing Diversity and Difference
- Building and Maintaining Effective Relationships
- Managing Effective High Performing Teams

LEADING SELF

- Showing Integrity
- Displaying drive and purpose
- Being Self-Aware
- Demonstrating Personal Accountability
- Focusing on Self-Development

RECRUITMENT PROCESS TIMELINE

CLOSING DATE

Monday 3rd November 2025 at 3pm

SHORTLISTING

w/c 3rd November 2025

1ST STAGE INTERVIEW

w/c 10th November 2025

FINAL STAGE

w/c 17th November 2025

Applications are submitted via our website at:
ulsterindependentclinic.com/careers

Please complete and submit the online application form.

Following submission, applications will be reviewed and shortlisted against the criteria outlined in this document.

There will be a structured interview with shortlisted candidates managed by our external HR consultants, Headstogether Consulting Ltd. This will be followed by a final interview with a small number of final shortlisted candidates as per the timetable outlined.



Headstogether®

How to apply

Candidates should apply using the application form that can be found on our website at:
ulsterindependentclinic.com/careers

FURTHER INFORMATION / QUERIES

Should you have any queries relating to any aspect of this appointment process or the content of this document or wish to have an informal discussion please contact:

Joanne Kane

Email: joanne@headstogether.com

Telephone: +44 (0)77 8599 5698



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