

FOI 006/2022 Response

Please provide information for the 2020-21 and 2021-22 financial years on how much the organisation spent on communications, press relations, public relations, digital, social media and other such activities. Please include a full breakdown including:

1. A list of your staff working in these fields including job titles and annual salaries. If you cannot provide an exact salary, please provide a pay band.

Please see the table below and note the following:

- The data includes job roles, total annual salary spend, and banding.
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- The communications assistant band 4 role and the Senior Strategic Communication Lead band 8d role in 2021/2022 was vacant for part of the year.
- The difference in salary from 2020/2021 to 2021/2022 is due to there being organisational restructuring within the Communication’s Team, vacancies, and some roles only lasting for a fixed term.

Financial year	Job role and band	£
20.21	Head of Communications and Marketing (1wte Band 8c)	
	Senior Comms & Marketing Manager (1wte Band 8a)	
	Internal Comms & Engagement Manager (1wte Band 7)	
	GP and Stakeholder Manager (0.6wte Band 7)	
	Digital Communications Officer (1wte Band 5)	
	Communications Officer (1wte Band 5)	
	Graphic Designer (1wte Band 4)	
	Communications Assistant (1wte Band 4)	
	Total	350,964
21.22	Senior Strategic Communications Lead (1wte Band 8d)	
	Head of Communications and Marketing (1wte Band 8c)	
	Senior Comms & Marketing Manager (1wte Band 8a)	
	Internal Comms & Engagement Manager (1wte Band 7)	
	Senior Internal Communications Officer (1wte Band 6)	
	Communications Officer (1wte Band 5)	
	Graphic Designer (1wte Band 5)	
	Communications Assistant (1wte Band 4)	
	Total	248,502

2. Spending on social media advertising

Please note that there are no specific costs for press relations, public relations, digital or social media within the Trust's PR & Communication budget for the 2020/2021 and 2021/2022 financial year.

3. Spending on contractors or any other outside bodies hired for the purpose of these activities

Please note that during 2021/22 non pay expenditure of £16,662.24 was utilised for consultancy fee payments linked to the Senior Strategic Communication Lead role.

4. Spending on any software, for example media monitoring software, used for these purposes

N/A

5. Spending on any subscriptions the organisation holds for these purposes, for example newspaper subscriptions

N/A