

Ref. No: 019070422
From: Research
Date: 07/04/22
Subject: Spending on Communication Activities

REQUEST

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:

- 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
- Spending on social media advertising
- Spending on contractors or any other outside bodies hired for the purpose of these activities
- Spending on any software, for example media monitoring software, used for these purposes
- Spending on any subscriptions the organisation holds for these purposes, for example newspaper subscriptions

RESPONSE

Please find below the information that you have requested in relation to the Trust Communications Team.

- 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

Assistant Director of Communications Band 8C

Senior Communications Officer Band 7

Communications Officer Band 6 (4 days per week)

Digital Communications Officer Band 6

Social Media Coordinator Band 5

Communications Admin Assistant Band 3

- Spending on social media advertising **ZERO**
- Spending on contractors or any other outside bodies hired for the purpose of these activities

2020/21 £15,871.50

2021/22 £16,356

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

2020/21 £6,600

2021/22 £6,600

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

2020/21 £193

2021/22 £271