

## Freedom of Information Request

**Reference Number:** [EPUT.FOI.22.2462](#)  
**Date Received:** [07.04.2022](#)

**Information Requested:**

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

**2020-21**

- 1 x Director of Communications (Interim, Band 9)
- 1 x Head of Communications (Interim, Band 8b)
- 1 x Communications Manager (Band 7)
- 2 x Senior Communications Officers (Interim, Band 6)
- 2 x Communications Officers (Band 5)
- 1 x Communications Assistant (Band 4)

**2021-22**

- 1 x Director of Communications (Band 9)
- 1 x Head of Communications (Band 8b)
- 1 x Senior Communications Manager (Band 7)
- 1 x Communications Office (Band 5)
- 1 x Communications Administrative Support (Band 4)

**Branding & Marketing**

- 1 x Director of Marketing & Brand (Band 9)
- 1 x Digital and Web content Manager (band 6)
- 2 x Brand Executives (band 5)

- Spending on social media advertising

2020-21	£Nil
2021-22	£3.6k

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

2020-21	Nil
2021-22	Nil

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

2020-21	£14.1k
2021-22	£12.9k

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

2020-21      £0.3k

2021-22      £0.3k

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### **Publication Scheme:**

As part of the Freedom of Information Act all public organisations are required to proactively publish certain classes of information on a Publication Scheme. A publication scheme is a guide to the information that is held by the organisation. EPUT's Publication Scheme is located on its Website at the following link

<https://eput.nhs.uk>