I cannot claim that I know Ross well- in fact, I’ve only met him once. But what I do know about him points towards a person who represents everything that is brilliant about communication in the public sector- humble, human and community spirited.

Specific things which made me want to nominate Ross, Head of Communications and Marketing at the Queen Elizabeth Hospital Gateshead, for the Lifetime Achievement award, are:

* He understands the challenges of operating with a small team (4 people or less), yet doesn’t let this hold him back in terms of delivering great work for his organisation
* He leads consistently brilliant pieces of work- from the [simple but effective QE stories](https://www.qegateshead.nhs.uk/blog) to campaigns that make a real difference, like the hospital’s staff-focussed [flu jab initiative](https://twitter.com/QEGateshead/status/1178567664278614016)
* He is generous with his time and with his advice- as evidenced by the fact he mentors other communication professionals (including an ex-team member of mine)
* He writes a brilliant blog- [A Day Without OJ](https://adaywithoutoj.com/)- which is genuinely inspiring and, as well as sharing conference take outs and reading recommendations, is honest about the challenges faced by public sector comms teams
* He’s celebrating his 20th year in comms and journalism- which is no mean feat in an industry beset by cutbacks and littered with organisations which don’t always recognise the true value of good quality, strategic communication
* As well as his longevity, he is quick to adapt to changes in our industry- as evidenced by his insightful recognition of the blurring lines between internal and external communication channels. His Unaward winning [Gateshead Angels campaign](https://www.qegateshead.nhs.uk/node/1516) is a brilliant example of this.
* He has become chair of the NHS Providers Comms Group- which highlights his commitment to raising standards and sharing best practice within his own part of the public sector

Most importantly of all, he is a plain speaking, straight talking professional who is humble about his achievements- so it’s high time he got the recognition he deserves.

He has actually blogged today that it is his 20 anniversary in comms so that might be useful

<https://adaywithoutoj.com/2019/09/27/half-way-there/>