

SINGLE CORPORATE SERVICES

Communications and Engagement

Job title:	Head of Communications	To be completed by HR <i>Job Reference Number</i>
Reporting to:	Associate Director of Communications	
Accountable to:	Director of Communications	
Pay Band:	8a	

As part of the Single Corporate Service, the role provides a service across both Isle of Wight NHS Trust and Portsmouth Hospitals University NHS Trust.

As the single corporate service will be delivered across both organisations, individuals may be required to undertake business travel between sites. The frequency and arrangements will be discussed on an individual basis and the staff mobility local agreement will apply.

For our leaders managing staff across multi-site locations, they will need to be visible and provide in person leadership. The arrangements and frequency will be agreed locally.

Job purpose

You will support the Communications Team in the development and implementation of a proactive communications and engagement strategy that supports the strategic development of the Group, ensuring outcomes are monitored and evaluated. This will include being responsible for developing and delivering complex communications programmes across both Isle of Wight NHS Trust (IWT) and Portsmouth Hospitals University NHS Trust.

You will work with senior clinicians and service leads to promote services at a local, regional and national level and assist in the delivery of the Divisional plans including contributing to the development and delivery of key communications campaigns, initiatives and change programmes.

This will involve communicating complex and contentious information to a variety of individuals and groups, ensuring the information is accurate and accessible to each relevant audience.

You will have line management responsibility and as a senior member of the team will help maintain the quality and creativity of what we do.

Due to the nature of communications work, some out-of-hours working, including evenings and weekends will be expected as and when necessary. You will be part of an on-call rota.

Job summary

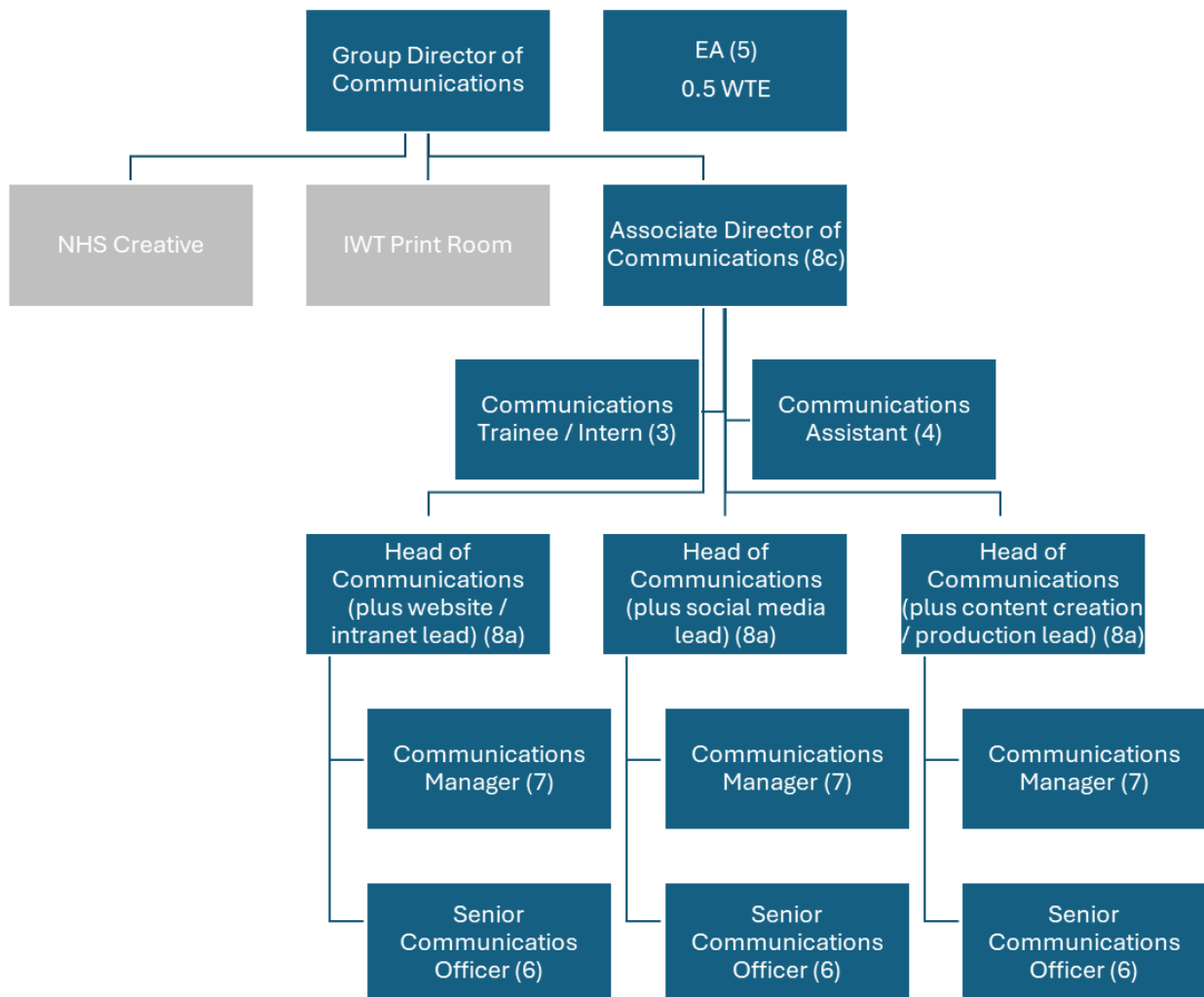
To play a key role in a fast-paced, dynamic, and experienced Communications and Engagement Team which supports the strategic objectives of both Isle of Wight NHS Trust and Portsmouth Hospitals University NHS Trusts. This includes:

- Communications expert

- Media and reputation management
- Engagement
- Campaign and project management
- Communication material and publications
- General

The three Heads of Communications will each lead on agreed areas of additional specialist oversight such as digital media (website, intranet, social media), content creation and team processes.

Organisational Chart



Specific Core Functions

Communications expert

- In partnership with the AD and Director of Comms you will develop and implement comprehensive communications plans, services and policies for the Group and for specific projects (e.g. CQC inspections, service re-organisation, business cases)
- Provide expert advice in a professional and timely way.
- Be a point of contact, liaise and support delivery of communications to divisions, working with the wider team to deliver to divisional priorities.

- Manage the design, delivery, and evaluation of diverse and complex communications activity, ensuring effective involvement and collaboration with subject matter leads from across the Group.
- Take guidance from corporate and national policies and guidelines and ensure the Trust's statutory and other communications and engagement responsibilities are met.
- Identify and use suitable analysis and evaluation tools to measure the effectiveness of communications activity, producing reports to demonstrate impact.
- To provide challenge to colleagues on communications and engagement requirements, ensuring objectives are clear, appropriate, and easily mapped to corporate and directorate aims, as well as to target audiences.

Reputation management

- Establish and communicate the key messages and objectives of the Group to promote a positive image and limit adverse publicity using a range of media.
- Lead on communication for responding to a crisis and handling serious incidents.
- Horizon scan, internally and externally; ensuring the collection and management of public/community insight to support service improvement.
- Lead the strategic approach to developing and sustaining positive relationships with external stakeholders including the media, MPs and ministers, key patient/service user/carer groups, other trusts, the Integrated Care Board, councils, overview and scrutiny committees and NHS England, ensuring accurate and timely monitoring and responses.
- Provide expert advice, guidance, and support to members of staff in any dealings they have with the media and to ensure senior members of staff have appropriate support and training.
- Advise on responses to FOI requests from media organisations.

Engagement

- Provide strategic advice and lead the development of communication plans to support any consultation on service change.
- Ensure the Group delivers successful engagement events to evidence that we have engaged staff, patients, and the public in our plans.
- Proactively manage stakeholders, respond to, and resolve conflict when this arises through facilitation or other appropriate mechanisms.
- Play an active part in shaping and further embedding ways of working which will involve working closely with communications teams and engagement leads in local organisations e.g., NHS Trusts, local councils, and community organisations.
- Use a wide range of platforms that are accessible and inclusive for the diverse population of the Group.

Campaigns and projects

- Lead the development of evidence-driven campaigns and events that are linked to behaviour change and include patient feedback mechanisms.
- Use insight and data to drive innovation in communications activity ensuring appropriate channels are used to reach and engage with different target audiences
- Support communications projects on issues that are likely to be challenging and carried out in a potentially hostile environment.

Staff communications and engagement

- Develop timely, engaging and relevant communications for all staff groups – including looking at new channels and opportunities to reach staff quickly across all sites
- Advise senior colleagues on strategic internal communications and engagement issues, writing briefs and reports for directors as required.
- Develop campaigns to raise awareness of key issues and opportunities for staff. This will include developing core narratives, resources for line managers, staff curated stories and engagement tactics for frontline staff.

Communication materials and publications

- Adept at reviewing and managing complex programme information and writing, editing and coordinating communication materials, including staff and stakeholder briefings, media releases and other digital assets.
- Prepare texts (publications, reports, papers briefings and presentations etc.) for relevant meetings.
- Ensure we have a well-managed approach to our policies and publications including our two Annual Reports, Quality Accounts and other publications.
- Act as a guardian of the Trusts' and the NHS's corporate identity guidelines, ensuring that Trust corporate publications and information always comply with requirements.

General

- Deputise for the AD of Communications and other Head of Communications when necessary.
- Line management responsibility.
- Ensure all communications and engagement work is inclusive, values difference and promotes diversity; ensuring specific arrangements are put in place to engage with those groups and/or individuals that are seldom heard.
- Ensure approved budgets are spent effectively and in accordance with agreed procedures.
- Contribute towards communications forward planning, identifying opportunities, interdependencies across projects/functions/potential impacts on the wider organisation, resource requirements and building in contingency where needed.
- Work with the Director and Associate Director of Communications to ensure that work programmes are communicated to achieve maximum impact, identifying opportunities for partnership working with health and care colleagues where appropriate.
- Commission and manage work with external suppliers such as designers, ensuring delivery on time, to a high standard and within an agreed budget.
- Ensure effective, timely communication and engagement with individuals and teams across the organisation, utilising communications channels and feedback mechanisms and opportunities to best effect.
- Work in partnership with NHS and colleagues, local, regional and national partners, building and maintaining positive working relationships.

Key Responsibilities

Communication and Working Relationships

- The post holder will be providing and receiving complex, sensitive or contentious information, where persuasive, motivational, negotiating, training, empathic or re-assurance skills are required. This may be because agreement or cooperation is required or because there are barriers to understanding and/or providing and receiving highly complex information.

Analytical and Judgement

- Judgements involving highly complex facts or situations, which require the analysis, interpretation, and comparison of a range of options.

Planning and organising

- Planning and organisation of a broad range of complex activities or programmes, some of which are ongoing, which require the formulation and adjustment of plans or strategies.

Physical Skills

- The post requires physical skills which are normally obtained through practice over a period of time or during practical training e.g. standard driving or keyboard skills, use of some tools and types of equipment.

Patient Client Care

- Provides general non-clinical advice, information, guidance or ancillary services directly to patients, clients, relatives or carers.

Policy and Service Development

- The post holder is responsible for policy implementation and for discrete policy or service development for a service or more than one area of activity.

Financial Management

- The post holder will be an authorised signatory for cash/financial payments.

Management/Leadership

- The post holder is the line manager, responsible for appraisals, managing sickness absence, dealing with disciplinary and grievance issues, leading on recruitment and selection, staff development and succession planning and managing all aspects of people management.

Information Resources

- The post holder will regularly use computer software to develop or create statistical reports requiring formulae, query reports or detailed drawings /diagrams using desktop publishing (DTP) or computer aided design (CAD), or (c) responsible for maintaining one or more information systems where this is a significant job responsibility.

Research and development

Freedom to Act

- The post holder is guided by general health, organisational or broad occupational policies, but in most situations the post holder will need to establish the way in which these should be interpreted.

Physical effort

- There is a frequent requirement for sitting or standing in a restricted position for a substantial proportion of the working time,

Mental effort

- There is a frequent requirement for prolonged concentration, or there is an occasional requirement for intense concentration.

Emotional Effort

- Occasional exposure to distressing or emotional circumstances, or frequent indirect exposure to distressing or emotional circumstances, or occasional indirect exposure to highly distressing or highly emotional circumstances.

Working conditions

- Occasional exposure to unpleasant working conditions, or occasional requirement to use road transportation in emergency situations, or frequent requirement to use road transportation, or frequent requirement to work outdoors, or requirement to use Visual Display Unit equipment more or less continuously on most days.

Person Specification

Criteria	Essential	Desirable	How criteria will be met
Qualifications	<p>Educated to degree level public relations, journalism, digital communications or another relevant field (or equivalent experience).</p> <p>Postgraduate qualification in relevant subject area or equivalent relevant experience</p> <p>Evidence of continued professional development and national best practice within the communications sector.</p>	Specialist communication post graduate qualification in the field of healthcare (or working towards)	Application Interview
Experience	<p>Extensive experience of communications, journalism and marketing techniques and approaches.</p> <p>Extensive experience of working within a senior communications role, preferably within a large and complex organization with multiple stakeholders</p> <p>Experience of developing, delivering and evaluating communication and engagement plans tailored to a range of audiences including patients, communities, staff and other key stakeholders.</p> <p>Experienced in delivering communications and engagement activity to support large scale change.</p> <p>Confidence and ability to lead and deliver communication campaigns, ensuring alignment with the wider organisational strategy.</p> <p>Understanding and experience of stakeholder management and</p>	<p>Experience/understanding of healthcare communications.</p> <p>Experience of crisis management.</p> <p>High level of political awareness and sensitivity - ability to demonstrate a thorough understanding of NHS structures, processes and current issues.</p>	Application Interview

Criteria	Essential	Desirable	How criteria will be assessed
	<p>engagement and evidence of application of approach.</p> <p>Experience of handling complex/sensitive issues or scenarios – ie legal, investigation, confidentiality, controversy.</p> <p>Demonstrable experience of utilising negotiating and influencing skills to achieve desired outcomes, ie when working with directors, senior leaders/managers, clinicians.</p>		
Knowledge	<p>Ability to influence strategic decision making for the benefit of the Trusts and their stakeholders.</p> <p>Proactive and highly motivated with a flexible approach and receptive to change.</p> <p>Proven track record of leading, project managing and delivering communications campaigns and events.</p> <p>Ability to work in a fast-paced environment with changing and conflicting interests in challenging situations with a range of factors to consider.</p> <p>Strong team player – demonstrable evidence of supporting, motivating and guiding colleagues at all levels.</p> <p>Excellent people management and leadership skills, motivating people to live up to our values and succeed.</p> <p>Excellent time and project management skills</p>		Application Interview

	<p>Excellent communication skills, including editing, copywriting and interview techniques.</p> <p>Excellent organisational skills and attention to detail</p> <p>Confidence to work independently and advise senior colleagues, utilising negotiating and influencing skills to achieve successful outcomes.</p> <p>Excellent IT skills including Microsoft Outlook, Powerpoint, Microsoft Word and a good working knowledge of online content management systems.</p> <p>Sound news judgement and sound working knowledge of journalism and the media.</p> <p>Understanding of multi-media campaigns, digital communications and social media</p> <p>Multi-disciplinary working encompassing PR, communications, online and offline media, events, etc</p> <p>Experience of making formal presentation on complex or contentious topics, using appropriate approaches</p>		
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Compliance statement to expected organisational standards.

To comply with all Trust Policies and Procedure, with particular regard to

- Risk Management
- Health and Safety
- Confidentiality
- Data Quality
- Freedom of Information
- Equality Diversity and Inclusion
- Promoting Dignity at Work by raising concerns about bullying and harassment
- Information and Security Management and Information Governance
- Counter Fraud and Bribery

The Trust has designated the prevention and control of healthcare associated infection (HCAI) as a core patient safety issue. As part of the duty of care to patients, all staff are expected to:

- Understand duty to adhere to policies and protocols applicable to infection prevention and control.
- Comply with key clinical care policies and protocols for prevention and control of infection at all time; this includes compliance with Trust policies for hand hygiene, standards (universal) infection precautions and safe handling and disposal of sharps.
- All staff should be aware of the Trust's Infection Control policies and other key clinical policies relevant to their work and how to access them.
- All staff will be expected to attend prevention and infection control training, teaching and updates (induction and mandatory teacher) as appropriate for their area of work, and be able to provide evidence of this at appraisal.
- To perform your duties to the highest standard with particular regard to effective and efficient use of resources, maintaining quality and contributing to improvements.
- Ensure you work towards the Knowledge and Skills Framework (KSF) requirements of this post. KSF is a competency framework that describes the knowledge and skills necessary for the post in order to deliver a quality service.
- Your behaviour will demonstrate the values and vision of the Trust by showing you care for others, that you act professionally as part of a team and that you will continually seek to innovate and improve. Our vision, values and behaviours have been designed to ensure that everyone is clear about expected behaviours and desired ways of working in addition to the professional and clinical requirements of their roles.
- Ensure you adhere to and work within local and national safeguarding children legislation and policies including the Children Act 1989 & 2004 , Working Together to Safeguard Children 2013, 4LSCB guidance and the IOW Safeguarding Policy.
- Ensure you adhere to and work within the local Multiagency safeguarding vulnerable adults policies and procedures
- Ensure that you comply with the Mental Capacity Act and its Code of Practice when working with adults who may be unable to make decisions for themselves,
- Ensure that you maintain personal and professional development to meet the changing demands of the job, participate in appropriate training activities and encourage and support staff development and training.
- Respect the confidentiality of all matters that they may learn relating to their employment and other members of staff. All staff are expected to respect conform to the requirements of the Data Protection Act 1998, including the responsibility to ensure that personal data is accurate and kept up to date

- If your employment is to a post that requires you to be registered with a professional body, the continuation of your employment is conditional upon you continuing to be registered with the appropriate professional body. The Trust will require evidence of current registration.
- Proactively, meaningfully and consistently demonstrate the Trust Values in your everyday practice, decision making and interactions with patients and colleagues.
- Perform any other duties that may be required from time to time.

This job description may be altered, from time to time, to meet changing needs of the service, and will be reviewed in consultation with the post holder.