 

Job Description

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| Job Title | Head of Communications and Deputy Director |
| Directorate | ICS and CCGs Communications and Engagement |
| Pay Band | 8b |
| Accountable to | Director of Communications and Engagement |
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| **CCGs and ICS Organisations Summary:**  The CCGs in Nottingham and Nottinghamshire are integrating the workforce to work jointly across six Clinical Commissioning Groups (CCGs) – Mansfield and Ashfield, Newark and Sherwood, Nottingham City, Nottingham North and East, Nottingham West and Rushcliffe in anticipation of a formal merger in April 2020. Working together in this way allows the organisations to work more effectively and efficiently by streamlining processes, avoiding duplication and delivering consistency of quality across a larger area. The CCGs collectively cover the area of Nottingham and Nottinghamshire. There is a single Accountable Officer and Executive Team.  In addition to this, NHS and Local Authority bodies are working together in an Integrated Care System (ICS) across the same geographic footprint – seeking to join up health and care and integrate the delivery of better outcomes for patients and service users. The ICS and CCG Communications and Engagement team serves the Communications and Engagement needs of both the CCG and the ICS, acting as an exemplar of joint working and streamlined delivery. The Director of Communications and Engagement reports into both the CCG AO and the ICS Executive Lead.  Staff working within the ICS and CCG Communications and Engagement team are expected to have strong links with CCG colleagues and ICS partner teams across the entire county. All individuals will have an identified base, but travel and cross-working between the CCG and ICS partners is expected for all roles.  **Job Summary:**   * The post is responsible for defining, planning and delivering the Communications activity required to support the business delivery of the CCG and the ICS. This includes commissioning, financial recovery and transformation activities. * The post is also responsible for ensuring that the CCG and the ICS are fully compliant with all statutory requirements for communications activities. * The role will also be responsible for providing professional advice, expertise and leadership on all aspects of communications, maximising the opportunities to promote the work of the CCG and ICS and uphold their brands and reputations. * The role holder will lead a team of Communications experts, offering professional leadership, strategic direction setting, workload allocation and quality control of outputs. * The post is also part of the leadership team for the whole Communications and Engagement function and so is required to contribute to ensuring that Communications activities are joined up with and complementary to the Engagement activities undertaken. * This post is also designated as the Deputy to the Director of Communications and Engagement, deputising as needed at meetings and events and contributing to the overall leadership of the team.   **Skills:**  The post holder is expected to possess the following skills;   * Strong understanding of communications, public relations, journalism and marketing communications theory and practical application. * Strong understanding of the wider health service communications landscape and of the local external political environment. * Ability to work and engage constructively with internal and external stakeholders on a range of potentially sensitive and contentious issues. * Ability to nurture key relationships and maintain networks internally and externally, on a local, regional and national level. * Ability to operate in a highly political and sensitive environment. * Adept at providing and receiving highly complex, sensitive information and quickly understanding the communications implications and opportunities. * Ability to present or share highly sensitive information to a potentially hostile audience or in an antagonistic atmosphere. * Ability to influence and persuade staff and other stakeholders (including senior leaders) on appropriate communications approaches. * Ability to confidently brief journalists on high profile issues to protect the reputation of the organisations and ensure that key messages are landed in the media * Ability to marshall highly complex facts requiring analysis, interpretation, comparison of options to produce advice on communications strategies overall and in relation to specific aspects where expert opinions may differ. * Develop long-term communication strategies, involving uncertainty, with impact across the organisation or multiple organisations. * Skilled at recruiting, managing, motivating, developing and leading teams including holding to account and performance managing under performance. * Training to relevant degree level or equivalent plus training and/or experience in communications field to master’s level equivalent. * Strong keyboard skills to produce well-written copy and presentations as needed, including for senior leaders to give to politicians and external stakeholders   **Responsibilities:**  The post holder will be required to;   * Lead and line manage a team of communications professionals, including enabling their professional development. This also includes responsibility for supporting appraisals, development of staff, recruitment and where necessary processes such as grievance and disciplinary matters * Manage the workload of the reporting team and hold to account for delivery of the required outputs – both to time and quality. * Manage a small (<£50k) non-pay budget ensuring that value for money is achieved and high quality outputs are secured for the use of that budget. * Create and deliver a calendar and schedule of communications activities, ensuring that business requirements of the CCG and the ICS are met, identifying interdependencies across projects/functions, resource requirements and building in contingency and adjustments as necessary. * Determine short, medium and long term business plans, focussed on achieving quality outcomes. * Search out and maximise good news stories from across the CCG and the ICS (including from ICPs and PCNs) translating them into intelligible pieces of content for a staff and general public audience. * Lead and deliver a full media management operation including reacting to incoming enquiries as well as developing pro-active media stories that promote and protect the reputation of the organisations * Lead and deliver a full internal communication operation to both CCG and ICS staff as well as the General Practitioner membership of the CCG. * Lead and deliver a full digital communications operation including a regular schedule of updates to the CCG and ICS websites and a compelling stream of content for the social media channels at our disposal. * Lead and deliver a full external affairs service, monitoring the attitudes and opinions of our external stakeholders (including MPs, Councillors, Non-Executive Directors, Health Scrutiny Committees, Health and Wellbeing Boards and Healthwatch) and proactively managing those relationships. * Collaborate with the Head of Insights and Engagement to ensure that a full stakeholder map is maintained to ensure that our external messaging is reaching the right audiences and we are hearing their views. * Create and develop a full range of communications channels (including but not exhaustively: email newsletters, website, social media accounts, blogs, update briefings, public meetings etc) that meet the needs of our audiences and our business priorities. * Support the development of responses to Freedom of Information Act requests for both the CCG and the ICS * Support the successful delivery of the public ICS Board meetings including ensuring that the public papers are of appropriate quality and managing a schedule of patient stories which can also be used at the CCG Governing Body. * Undertake Relationship Management activities with allocated internal customers across the CCG and the ICS to ensure that their requirements for Communications are reflected in the team’s workload * Lead team members where appropriate to undertake Relationship Management activities including coaching and supporting them through that process. * Develop and maintain strong relationships with peer Communications professionals from across the system, including but not exhaustively: acute trust, community trust, local authority, ambulance trust. * Work collaboratively with the Head of Engagement within the overall team to both lead the team as part of a management group and also to ensure that Communications and Engagement activities are joined up. * Review and evaluate the work of the team to plan and improve for the future * Deputise where required for the Director of Communications and Engagement. * Deal with media enquiries out-of-hours as required on an occasional and ad-hoc basis (not on an official rota) with TOIL taken in return.   **Freedom to Act:**  The post holder will;   * Operate with significant autonomy for the planning and delivery of communications activity * Be guided by local and national policies and best practice but establish the appropriate interpretation for the circumstances at hand. * Be responsible for the day-to-day delivery of communications activities for the organisations with limited oversight from the Director of Communications and Engagement. * Plan and monitor own priorities and manage the workload of the communications colleagues in order to achieve pre-agreed/external objectives and performance targets.   **Effort and Environmental Factors:**  The role requires;   * Light physical effort, mainly desk based with limited public meetings requiring standing. * High mental effort with frequent concentration and an unpredictable work pattern. Includes high level of concentration required for drafting press releases, publications, researching articles and providing communications advice * Resilience and wider ability to deal with interruptions from emergency requests. * Resilience in the face of occasional exposure to distressing or emotional circumstances and frequent requirement to respond to difficult high profile situations. |

Person Specification

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| Skills and Capabilities |
| Ability to handle highly sensitive and complex information |
| Ability to identify risks, anticipate issues and create solutions and to resolve problems in relation to project or service delivery. |
| Ability to understand a broad range of complex information quickly and making decisions where opinions differ or there is no obvious solution |
| Ability to influence and provide strategic communication advice to senior staff including chief executives, commissioners, leaders and politicians. |
| Ability to communicate effectively – ability to speak confidently, persuasively and articulately with, and write effectively for, a range of audiences on a range of issues |
| Evidence of planning and delivering programme and projects and services on time |
| Experience of managing staff |
| Motivational skills required to inspire and motivate and lead a large group of people |
| Ability to analyse complex issues and problems locally, regionally and nationally, identify their potential impact and develop innovative and pragmatic solutions. |
| Ability to work and deliver in a matrix arrangement, with a number of senior leaders, and still deliver for each. |
| Ability to manage time effectively, prioritising work and managing conflicting demands and distractions to meet deadlines. |
| Ability to work without supervision, providing specialist advice to CCG and ICS customers |
| Excellent organisational skills |
| Will consider the most effective way to promote equality of opportunity and good working relationships in employment and service delivery and has the ability to take actions which support and promote this agenda |
| Previously responsible for a budget, involved in budget setting and working knowledge of financial process |
| Knowledge |
| Significant knowledge of marketing, communications and engagement techniques and approaches |
| Significant knowledge of team leadership theory and practice |
| Significant understanding of the role social media plays in integrated communications and experience of using it to further communications objectives. |
| Understanding of the role of social marketing to deliver the NHS’s objectives |
| Extensive up to date knowledge and deep understanding of NHS and Social Care policy, legislation and scrutiny |
| Knowledge and experience of high profile media issues management |
| Ability to demonstrate a thorough understanding of NHS structures and current issues |
| Understanding of Data Protection, Freedom of Information and Caldicott guidelines. |
| Knowledge of national, trade, regional and local media and how they are regulated including the post-Leveson landscape |
| Strong understanding of the working dynamics of the local, trade and national media and how to use that to our advantage |
| Working knowledge of Freedom of Information Act. |
| Extensive knowledge of project management principles, techniques and tools. |
| Working knowledge of the political and electoral processes (local and national) including of the restrictions around the “pre-election period” |
| Experience |
| Significant experience working in this highly specialist area |
| Significant experience in a communications role. |
| Proven experience of developing, implementing and evaluating communications strategies at a senior level in a complex organisation and at system level. Evidence that these have changed stakeholder perceptions. |
| Extensive experience of working with the media |
| Experience of devising and implementing effective communications strategies |
| Experience of crisis communications |
| Significant experience of creating and giving presentations to highly challenging senior groups (Board level) of internal and external stakeholders |
| Experience of providing strategic and tactical political advice, including to senior management |
| Significant experience of successfully operating in a politically sensitive environment where highly developed influencing and communication skills are required. |
| Experience and ability to present controversial information to potentially hostile audiences including politicians and journalists, and remain calm and persuasive. |
| Experience of leading a specialist team of communications professionals in a complex system of more than one organisation, and across disperse geographical areas. |
| Demonstrated experience of operating in a managerial capacity in an NHS environment often with conflicting priorities. |
| Demonstrated capability to plan over short, medium and long-term timeframes and adjust plans and resource requirements accordingly. |
| Experience of drafting complex briefing papers and correspondence for senior managers / board members. |
| Experience of using social media to communicate with internal and external audiences |
| Experience of monitoring budgets and business planning processes. |
| Experience of working within the NHS and public sector, and across organisational boundaries ensuring compliance with statutory duties |
| Experience and understanding of evaluating and measuring and reporting on performance drawing on complex information from a variety of sources. |
| Experience of managing risks and reporting |
| Detailed knowledge of maintaining confidentiality and implementing data protection legislation requirements including information governance |
| Demonstrated experience of co-ordinating programmes in complex and challenging environments |
| Qualifications |
| Educated to masters level or equivalent level of experience of working at a senior level in specialist area. |
| Specialist communications qualification or equivalent experience and knowledge |
| Evidence of continuing professional development |

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| **Miscellaneous**   1. This is not an exhaustive list of duties; staff are therefore required to undertake any other duties commensurate with the grade and in line with the requirement of this post. 2. Confidential information may be accessed at times and all staff must ensure that the highest level of confidentiality is maintained at all times. 3. All staff must comply with the Staff Code of Conduct. Senior Managers must also comply with the NHS Code of Conduct for Managers, based on the Nolan principles of public accountability. 4. Membership of a professional body in order to practice (e.g. NMC registration for nursing staff) is a requirement of some roles, for those staff it is a condition precedent of employment to maintain membership of such a professional body. Individuals are also responsible for complying with the relevant professional body’s code of practice. 5. This job description and person specification are only an outline of the tasks, responsibilities and outcomes required of the role. The job holder will carry out any other duties as may reasonably be required by their line manager. 6. The job description and person specification may be reviewed on an ongoing basis in accordance with the changing needs of the Department and the Organisation. |