

JOB DESCRIPTION

JOB DETAILS	
Job Title	Communications Manager
Reports to	Head of Communications and Engagement
Band	7
Department/Directorate	Strategy

JOB PURPOSE
- The Royal Devon communications team has a broad remit in ensuring that patients, staff and stakeholders understand the services offered by the Trust, understand our mission, are able to influence services and are well informed and engaged in the work of the Trust. We achieve this through providing open and transparent access to information about the Trust. - The Communications Manager is responsible for the planning, organising, development, implementation and evaluation of communications projects and campaigns to support Trust teams and help deliver the Trust's strategy. - You will support the Trust by providing high-quality, professional, clear and accessible information to successfully engage internal and external stakeholder groups. - You will be responsible for media and public relations as well as staff and stakeholder communications. You will have a full communications skill mix with excellent written and personal presentation skills, expertise in public and staff engagement and project management skills. - The role will involve writing, production and dissemination of a wide range of content including media responses, briefings, corporate publications, award submissions, speeches, messaging documents and presentations. - You will be responsible for the creative direction on communications materials and campaigns, and will have input into the development of the Trust's digital communication tools, including websites, intranet and social media. - This post is a key management role within the communications team, managing both internal and corporate communications, and the post holder will be required to work as an effective member of a wider team. - The postholder will network with other Trusts and partner organisations to support sharing best practice and promote new ideas. - This role is suited to a skilled communicator who is creative, proactive and excited to support the communications team as we modernise our service and support the Trust to deliver its strategy, and embed its culture.

KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES
<u>Professional support</u> - Support the development, delivery and evaluation of communications plans. - Advise the Trust executive team and senior leaders on effective communication plans. - Ensure all staff and stakeholders receive a positive and balanced view of the Trust through delivery of a proactive and innovative approach to communications.

- Support the continuous development of the Trust communications channels, maximising the use of digital and social media technology so that patients and staff can interact positively with the Trust
- Lead the development of creative ideas and campaigns which inspire and engage stakeholders.
- Provide communications support to the Trust in crisis/business continuity management situations.

2. Communications skills

- Ensure that in communicating we always take account of the diverse needs of our audience (for example, making sure we use clear language; recognising the needs of people whose first language is not English, or who are partially sighted)
- Deal with a range of highly complex and/or sensitive situations where a high level of communication is necessary, imparting such information in possible hostile, antagonistic or emotive atmospheres often against significant barriers to acceptance i.e. presenting information about performance and change including presentations to large stakeholder groups
- Support the team in ensuring our public relations and marketing activities enhance and protect the reputation of the Trust and wider NHS brand within the context of a communications and engagement strategy.
- Ensure that the majority of communications are proactive, as opposed to reactive. This will involve skills in internal networking, identifying issues and escalating the requirement to respond as well as recommending and planning the approach taken.
- Plan and co-ordinate publicity and creative campaigns working, when necessary, with partner organisations such as the commissioners, stakeholders, partnering organisations, local authorities and voluntary groups.
- Create and manage innovative and creative communications campaigns that help patients navigate services more effectively.

3. Media relations

- Ensure that the Trust gives accurate and timely responses to media enquiries
- Support positive working relationships with key journalists
- Advise and assist colleagues across the Trust in relation to media responses
- Increase our output of positive features about the organisation into the local, regional and national media

4. Communications and engagement planning

- Develop C&E plans which set out purpose, objectives, key messages, approach, segmented audiences, tactics, milestones and evaluation.
- Ensure the plans are in Trust templates and are developed using modern and appropriate evidence-based communications and engagement practices.
- Ensure C&E plans are inclusive and enable representative and wide engagement with interested bodies.
- Ensure corporate sign off of all C&E plans and that the review and evaluation phases incorporate feedback from the key stakeholders and use feedback to continuously improve the approach.

5. Internal Communications

- Support the development of the Trust's existing internal communications channels
- Support the communications team in ensuring internal comms is relevant, timely, accessible and engaging
- Build strong relationships with leaders at all levels within the Trust to gain active buy-in from staff for communications objectives, and support these leaders in developing and implementing communications plans

- Provide professional communications advice to Trust sub-committees and groups as required
- Ensure effectiveness of internal corporate communications systems, including supporting the timely production/organisation of staff briefings, bulletins and newsletters

6. Event management

- Arrange and/or support staff in the planning of corporate events.
- Arrange VIP, ministerial and high-profile visits to the Trust.
- Think innovatively about alternative approaches to events, recognising learning from the pandemic.

7. Photography and film

- Commission photographs / film for communication initiatives and events
- Brief staff and service users on confidentiality and consent issues and ensure consent forms in relation to these formats have been authorised and records are confidentially maintained

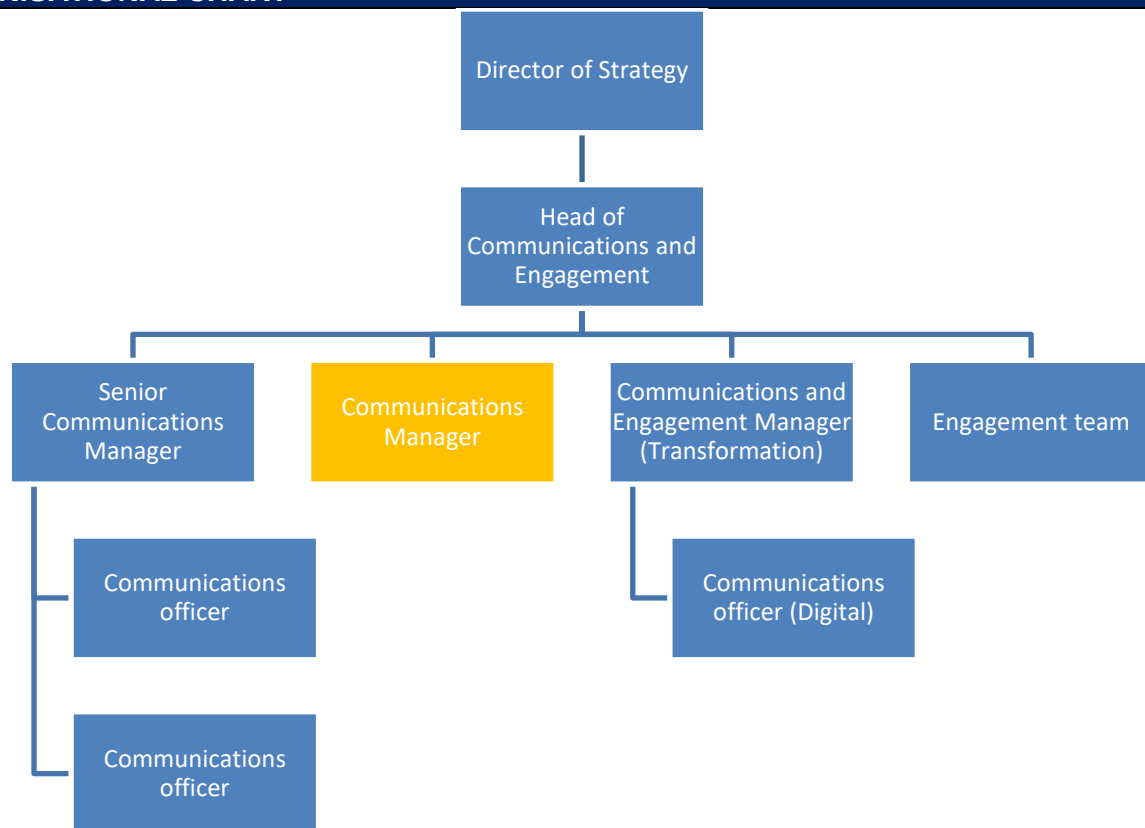
KEY WORKING RELATIONSHIPS

This role sits within a single Trust-wide corporate team, but we support all teams across the Trust. The post-holder will also be accountable to all the non-executive and executive directors of the Board for providing an effective communications and media relations and engagement service to the Trust.

The post holder is required to work effectively with staff of all levels throughout the Trust, the wider healthcare community, external organisations and the public. This will include verbal, written and electronic media. Of particular importance are working relationships with:

Internal to the Trust	External to the Trust
• Head of Communications and Engagement • Director of Strategy • Chief Executive Officer • Executive Directors • Non-Executive Directors and Chair • Governors • Senior Leaders • Heads of Departments and Senior Managers • Lead clinicians • Colleagues Trust-wide of all professional staff groups and bands • Staffside and Trade Union representatives	• Media (local, regional, national, specialist) • Foundation Trust Members • Members of the public • Patients/service users • Carers/visitors • Donors and fundraisers • Volunteers • Communications colleagues across Integrated Care System • MPs, Councillors, Healthwatch, Leagues of Friends • Interest groups

ORGANISATIONAL CHART



FREEDOM TO ACT

The post holder will be required to work independently and manage their own extremely varied workload with the ability to prioritise work effectively with an understanding of the bigger picture and the role of their work in wider projects.

The post holder is a communications and engagement specialist and uses these principles and broad occupational policies to assess upcoming queries and events which could impact on the Trust's reputation, its ability to demonstrate accountability and service delivery. This includes networking at community levels, timing announcements to gain maximum impact and ensuring that proactive communication activities are the norm, and reactive reduced where possible.

COMMUNICATION/RELATIONSHIP SKILLS

The post holder will be expected to provide communications, and reputational management advice to the team, Board, executive team and other senior managers and clinicians.

They will act as a communications link between the Trust and stakeholders including local community, government departments, professional bodies, local and national government.

They will provide and receive highly complex, sensitive and commercially confidential information where the aim is to gain greater understanding and/or consensus.

At times, the work of the Trust and planned service developments will result in contentious and sometimes hostile discussions. This requires compassionate, clear communication and relationship skills to ensure stakeholders receive the facts and journalists receive accurate briefings.

In addition, the post holder will be required to communicate and develop relationships with existing key stakeholders and establish new relationships within the community. This will establish a means of

reciprocal feedback to ensure and demonstrate inclusive engagement practice and an organisation that listens.

The topics of discussion can range from feedback about personal experiences of care to proposed service changes that can be met with widespread public opposition.

At all times, the post holder will be expected to display empathy and reflect the values of the organisation.

ANALYTICAL/JUDGEMENTAL SKILLS

The post requires skills in collation and analysis of complex, detailed and extensive qualitative and quantitative data. This requires numeracy, literacy and critical / analytical thinking.

The ability to join complex ideas and similar projects across the Trust and create central messaging and alignment to the Trust's strategic objectives.

It also requires the post holder to be skilled in 'reading a room', responding to difficult questions and interpreting – accurately – the rationale behind the person or group's stated position. Any response requires dynamic comparison of a range of possible options.

PLANNING/ORGANISATIONAL SKILLS

The postholder will have responsibility for ensuring all appropriate documentation is accurately reported to demonstrate Trust has met statutory targets and fulfilled its legal duties.

The post holder will plan, organise and implement complex public relations strategies and plans.

This may involve coordination of and participation from multiple agencies, services, stakeholders, patients and the public.

The strategies and plans will consider the evaluation and effectiveness from previous activities.

PATIENT/CLIENT CARE

The post holder is required to put the patient, as the first priority, at the centre of all activities.

The post holder will provide non-clinical information on a range of issues to staff, patients, carers, stakeholders and the public.

The post holder will be required to undertake safeguarding and information governance training and will need to ensure that a patient's – or their family or carer's - consent to participate in any campaigns is appropriately gained and recorded.

POLICY/SERVICE DEVELOPMENT

The post holder is responsible for developing and implementing policies, strategies and plans relating to communications and public relations. They will be responsible for suggesting ways to continually improve communications work by responding to feedback and trialling new approaches.

The post holder will also advise colleagues across the Trust on best courses of action regarding communications, proposing policies or service developments which impact beyond their area.

FINANCIAL/PHYSICAL RESOURCES

Managing and monitoring a delegated budget for the communications team covering campaigns, design and corporate materials. The value of this is approximately £70,000.

Supporting the achievement of corporate divisional financial balance by the efficient use of identified resources.

Project managing external suppliers delivering communications services, ensuring successful outcomes and value for money.

HUMAN RESOURCES

The post holder will:

- Work with the Senior Communications Manager and Head of Communications & Engagement to support team resilience and support between functions.
- Line management responsibility for the operational communications officers.
- Provide support and expertise to other members of the wider Communications, Engagement and Marketing team

INFORMATION RESOURCES

The post holder is responsible for accurate recording and storage of engagement and involvement activities, including patient interviews, focus groups and public meetings, and the relevant consent information that goes with these activities.

The post holder will be able to present key messages from interpretation of complex feedback using various software and media tools, in clear and accessible ways for different audiences (Board to patients).

The post holder should be familiar with using web content management tools, graphic design packages such as Indesign or Photoshop, and social media tools such as Facebook, Twitter and Hootsuite.

RESEARCH AND DEVELOPMENT

The post holder will supervise and lead the regular communication audits and questionnaires to support the corporate objectives of the Trust.

The surveys will be compliant with market research legislation and Trust research and audit guidelines.

In addition, they will ensure that the engagement and research activities inform service developments.

PHYSICAL SKILLS

The postholder will require advanced keyboard skills to support the use of extensive IT programmes, and skills in photography and filming, with the ability to use multiple IT and media tools to present information in meaningful ways to various audiences, for example Canva, audio and visual editing suites.

PHYSICAL EFFORT

Frequent use of computers.

Frequent periods of walking around site to visit wards and departments.

Daily travel between sites as post works across the organisation. Frequent standard driving skills as needed to drive within and external to the Trust to attend meetings and visit wards and departments.

Frequent requirement to carry documents (e.g. boxes of leaflets) to meetings due to cross site working.

MENTAL EFFORT

The role requires:

- Prolonged concentration and foresight required when considering the impact of an event on the Trust's reputation and ability to deliver services.
- Ability to reassess priorities in an ever-changing environment i.e. dealing with urgent media enquiries/unforeseen incidents.
- Frequent requirement to prioritise and reprioritise workload.
- Prolonged concentration developing Trust strategies and policies, involving a broad range of complex activities, such as representing the Trust to external organisations and at events
- Writing complex reports, checking documents, chairing meetings, etc.

- Unpredictable workload and work pattern, due to frequent interruptions requiring urgent problem solving.

EMOTIONAL EFFORT

The postholder will require the highest level of interpersonal skills in order to deal with daily exposure to hostile, antagonistic and highly emotive atmospheres i.e. ward closures, major incidents, service redesign/developments and communication to staff and the public.

They will need to communicate the analysis of the patient stories and journeys which have revealed 'moments of truth' which are used to challenge custom and practice.

They will need to support distressed or irate patients, members of the public and staff when incidents, complaints or problems have occurred.

WORKING CONDITIONS

- Uses display screen equipment for substantial proportion of the day.
- Hybrid model with some remote working and some site-based working (2-3 days per week)
- Average office conditions when on site but frequent requirement to use transportation across Trust sites.
- The post holder may be subject to verbal aggression and potentially distressed people.

OTHER RESPONSIBILITIES

Take part in regular performance appraisal.

Undertake any training required in order to maintain competency including mandatory training, e.g. Manual Handling

Contribute to and work within a safe working environment

You are expected to comply with Trust Infection Control Policies and conduct him/herself at all times in such a manner as to minimise the risk of healthcare associated infection

As an employee of the Trust, it is a contractual duty that you abide by any relevant code of professional conduct and/or practice applicable to you. A breach of this requirement may result in action being taken against you (in accordance with the Trust's disciplinary policy) up to and including dismissal.

You must also take responsibility for your workplace health and wellbeing:

- When required, gain support from Occupational Health, Human Resources or other sources.
- Familiarise yourself with the health and wellbeing support available from policies and/or Occupational Health.
- Follow the Trust's health and wellbeing vision of healthy body, healthy mind, healthy you.
- Undertake a Display Screen Equipment assessment (DES) if appropriate to role.

GENERAL

This is a description of the job as it is now. We periodically examine employees' job descriptions and update them to ensure that they reflect the job as it is then being performed, or to incorporate any changes being proposed. This procedure is conducted by the manager in consultation with the jobholder. You will, therefore, be expected to participate fully in such discussions. We aim to reach agreement on reasonable changes, but if agreement is not possible, we reserve the right to insist on changes to your job description after consultation with you.

Everyone within the Trust has a responsibility for, and is committed to, safeguarding and promoting the welfare of vulnerable adults, children and young people and for ensuring that they are protected from harm, ensuring that the Trusts Child Protection and Safeguarding Adult policies and procedures are promoted and adhered to by all members of staff.

PERSON SPECIFICATION

Job Title	Communications Manager
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Requirements	Essential	Desirable
QUALIFICATION/ SPECIAL TRAINING		
Good standard of secondary education, particularly Maths and English	X	
Honours degree in any field, or equivalent demonstrable experience	X	
Masters level or equivalent demonstrable experience in related field	X	
Qualifications and/or training in marketing (CIM), public relations (CIPR) and journalism		X
KNOWLEDGE/SKILLS		
Considerable knowledge of media liaison and journalism	X	
Skills in effective verbal and written communication.	X	
Excellent presentation skills and an ability to present complex concepts or facts clearly both verbally and in written materials.	X	
Ability to understand complex situations and ask the right questions in order to understand underlying issues	X	
Ability to establish and maintain good working relations with key stakeholders, patients, carers and members of the public	X	
Ability to facilitate and chair meetings		X
Ability to produce high-quality communications materials for internal/external audience	X	
Capable of analysing or interpreting complex facts and deciding on a course of action in situations when there may be a range of expert conflicting opinions	X	
Ability to work under pressure and to tight deadlines	X	
Understanding of and experience in working to be compliant with the duty to involve and engage as part of the Health and Social Care Act 2012	X	
Ability to work as a team and on an individual/autonomous basis. Ability to use initiative and to solve problems effectively and creatively.	X	
Proficient IT/Keyboard skills, IT literate and numeracy	X	
Ability to use a range of computer programmes, software and databases	X	
EXPERIENCE:		

Significant communications and engagement experience, including some in a senior/leadership role		X
Experience of marketing or public relations agency work, such as senior account management including being part of the business development teams		X
Excellent track record of delivering successful campaigns using creative approaches	X	
Experience of line management	X	
Previous NHS/public sector experience		X
Experience of managing public relations and involvement activities with a large number of stakeholders	X	
Experience of planning and implementing complex communication and engagement plans involving multiple teams and stakeholders	X	
Experience of organising workshops, focus groups, public meetings and other group-based feedback and information sharing engagement exercises		X
PERSONAL ATTRIBUTES		
Empathetic with an ability to handle difficult or emotional situations	X	
Commitment to developing services that are informed by the patient voice	X	
Self-motivated with the ability to work pro-actively and autonomously but also as part of a team.	X	
Reliable with a willingness to work flexibly and occasionally out of hours	X	
Confident in working with staff and stakeholders at all levels	X	
Remains calm and focused under pressure	X	
Reliability and flexibility, able to contribute to changing demands of the service.	X	
Willing to undertake training relevant to the post.	X	
Ability to work independently and within a team	X	
Ability to demonstrate a diplomatic caring attitude whilst maintaining confidentiality.	X	
The ability to manage and process a number of tasks at the same time, including frequent interruptions.	X	
OTHER REQUIREMENTS		
Behaves in line with the Trust's mission, objectives and values	X	
Inspires others and leads by example		X
Able to make rational decisions in the face of adversity		X

Capacity to work with managers and others to develop a shared vision of services for patients and standards in delivery		X
Commitment to implementation and strengthening of governance and good management practices		X
Exemplary personal integrity and standards of conduct and behavior		X
Personal credibility, with the ability to quickly gain the confidence of others		X
Ability to work unsociable hours on occasion.		X

WORKING CONDITIONS/HAZARDS		FREQUENCY (Rare/ Occasional/ Moderate/ Frequent)			
		R	O	M	F
Hazards/ Risks requiring Immunisation Screening					
Laboratory specimens	Y/N				
Contact with patients	Y/N				
Exposure Prone Procedures	Y/N				
Blood/body fluids	Y/N				
Laboratory specimens	Y/N				
Hazard/Risks requiring Respiratory Health Surveillance					
Solvents (e.g. toluene, xylene, white spirit, acetone, formaldehyde and ethyl acetate)	Y/N				
Respiratory sensitisers (e.g isocyanates)	Y/N				
Chlorine based cleaning solutions (e.g. Chlorclean, Actichlor, Tristel)	Y/N				
Animals	Y/N				
Cytotoxic drugs	Y/N				
Risks requiring Other Health Surveillance					
Radiation (>6mSv)	Y/N				
Laser (Class 3R, 3B, 4)	Y/N				
Dusty environment (>4mg/m3)	Y/N				
Noise (over 80dBA)	Y/N				
Hand held vibration tools (=>2.5 m/s2)	Y/N				
Other General Hazards/ Risks					
VDU use (> 1 hour daily)	Y/N				X
Heavy manual handling (>10kg)	Y/N				
Driving	Y/N			X	
Food handling	Y/N				
Night working	Y/N				
Electrical work	Y/N				
Physical Effort	Y/N				
Mental Effort	Y/N				X
Emotional Effort	Y/N			X	
Working in isolation	Y/N				X
Challenging behaviour	Y/N	X			