****

J

O

B

D

E

S

C

R

I

P

T

I

O

N

|  |
| --- |
| **JOB DETAILS**  |
| **Job Title**  | Associate Director of Communications, Engagement and Marketing |
| **Reports to**  | Director of Strategy |
| **Band**  | 8c |
| **Department/Directorate**  | Communications, Engagement and Marketing |

|  |
| --- |
| **JOB PURPOSE**  |
| The postholder is responsible for leading an effective communications and engagement service to and on behalf of the Trust to our staff, patients, public and stakeholders.The focus of the role is to ensure that patients, staff and stakeholders understand the services offered by the Trust, understand the Trust’s vision, are able to influence services and are well informed and engaged in the work of the Trust.The aim of the postholder is to ensure that all corporate communications embody the values of the organisation and that the vision is well-communicated.The postholder is accountable for leading the Trust’s activities in:* internal communications and engagement
* public relations
* media relations
* marketing
* membership communications and governance
* formal and informal staff, patient and public involvement and consultation on service change
* the Trust’s online presence (including websites, social media and outpatient TV screens)
* branding and design

In each of these areas, the postholder leads the delivery of the Trust’s strategy of engagement, communication and marketing to ensure that all objectives are met within agreed timeframes and success measures. A key part of this role is to ensure that messages are consistent and consistently delivered to ensure inclusion and involvement in the work of the Trust.The postholder will also deputise for the Director of Strategy, as and when required. |
| **KEY WORKING RELATIONSHIPS**  |  |
| Areas of Responsibility: Strategic Communications, Engagement and MarketingNo. of staff reporting to this role: 15-20 The post holder is required to deal predominantly with Executive Directors and Senior regional and national stakeholders but also needs to communicate effectively with staff of all levels throughout the Trust as and when they encounter on a day-to-day basis. In addition the post holder will deal extensively with 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**  |
| * Chair & Non-Executive Directors
* Board of Directors
* Chief Executive & Executive Directors
* Care Model Implementation Group
* Senior Leadership Team – spanning Clinical Divisions and Corporate Functions
* Clinical and non-Clinical Staff
* Staff-side
* Legal team
* Governors
* Communications & Engagement Team
* Strategy team
* Patient Engagement and Services team
* Joint Delivery Group
 | **Devon:*** General public
* Members
* Patients, carer, users
* Community Groups
* Wider Devon ICS Partners – Providers, Local Authority and CCG
* Partners – eg: Healthwatch; Voluntary Sector, South West Academic Health Science Network; University of Exeter, police, fire and rescue service
* Lobby Groups – eg: Save our Hospital Services; 38 Degrees
* MPs/Ministers/SPADs
* Councillors
* Overview & Scrutiny Committee
* External Suppliers/ consultants

**National:*** NHS Trusts;
* NHS Improvement/NHS England
* NHS Providers
* Department of Health and Social Care
* Ministry of Housing, Communities and Local Government
* Health Inequalities Forum
* Grant-giving organisations
* Trade Unions
* Think Tanks and Charities
* External suppliers
 |

 |
| **ORGANISATIONAL CHART**  |
|  |
| **KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES**  |
| **Leadership and Management Responsibilities** * To provide strategic leadership and professional expertise in comms, engagement and marketing (CEM) to support the Royal Devon deliver its vision and ambitions as set out [here](https://www.royaldevon.nhs.uk/about-us/better-together-our-strategy-mission-and-values/).
* To provide strategic advice and support to the Board, chief executive and senior team on communications, engagement and marketing.
* To support the organisation deliver its corporate and strategic objectives by leading a team of multi-skilled professionals with synergies across engagement, membership, marketing, public relations, digital media and website professionals.
* To nurture the development and create a thriving team environment for a team of communications, engagement and marketing professionals
* Deputise for the Director of Strategy when appropriate

**Strategy and Service Improvement** * To be responsible for the development, implementation and effective operation of a robust communications, engagement and marketing strategic support structure from division to Trust Board level, reviewing effectiveness and auditing processes regularly to ensure it remains robust and meets business needs.
* To work with divisions, Clinical Directors, Clinical Leads and other senior managers to ensure that communication, engagement and marketing activities are integrated, owned and embedded in all Trust activities including operational, HR, performance management, business planning and strategy development.
* Lead and have responsibility to establish and oversee systems for all external assessments of the Trust in relation to communications, engagement and marketing governance and standards including the Care Quality Commission.
* Continually innovate the communications, engagement and marketing activities of the Trust by finding new innovative, attractive and inclusive ways to convey information and messages which are dynamic and allow interaction with seldom heard and dispersed groups.
* Ensure all relevant elements of public relations, media relations, patient and staff engagement ‘feedback’ contribute towards improving the quality of services.
* Horizon scan the national and regional public policy and political developments and opportunities that impact on the external strategic landscape in which the Trusts operate and ensure that the Board, senior teams are aware of the communication, positioning and engagement requirements.
* Lead the continual development of our service using learning outcomes from public relations and engagement feedback via media, patient and staff engagement and membership using reports and qualitative / quantitative analysis as appropriate to identify and recommend changes to ways of working and compliance, formulating long term strategic plans and corporate policies as necessary to achieve this agenda.

**Specifically:**1. **Communications**

As the professional lead and expert, to advise the Board on all communication matters and serve as spokesperson and media contact for the organisation. Maintain and protect the reputation of the NHS organisation by delivering high quality communications to external and internal stakeholders. Identify and promote opportunities to increase public confidence in the Trust and to celebrate success.* Provide strategic communications advice and support to the Trust’s executive and senior management team.
* To ensure the delivery in support the day to day business of the Trust of consistent and aligned strategic messages which are infused with our values to stakeholders, fundraisers, patients, volunteers, the media and the wider public.
* Represent CEM at senior Trust and external (Devon-wide) forums to ensure all senior leaders have access to specialist skills to achieve their aims. Also ensure that the Trust’s decision-making is transparent and communicated to all staff and stakeholders to encourage participation and engagement.
* To lead the provision and communication of highly complex and sensitive information to a variety of internal and external audiences
* Responsible for leading the development, implementation and evaluation of all communication strategies, action plans, projects, campaigns, including high profile and crisis management issues for the organisation and maintain a working hours press office services at all times.
* Responsible for ensuring that the codes of professional practice relevant to public relations (the Chartered Institute of Public Relations, Chartered Institute of Marketing, Editors Code of Practice etc) are abided by.
* Responsible for ensuring 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).
* Leading and supporting the development of relationships between the Trust and key stakeholders including local government, partners, elected members, professional bodies, other clinicians, media, patients and public.
* Commissioning, researching, writing, editing, proof-reading and co-ordinating internal and external publications, media materials patient information and advice documents (tourist information campaigns). This includes commissioning and project managing designers and printing companies in accordance with the Trust’s purchasing policy. This includes: Annual Report, Quality Account, Integrated Business Plan, newsletters and brochures.
1. **Engagement**

Lead all public, member, staff and patient engagement activities, ensuring the Royal Devon demonstrates a greater accountability to the community by respecting their views, listening to their views, seeking their views and reporting this feedback to influence decision making across the Trust.* Lead the promotion and uptake of public, patient and stakeholder engagement in the work of the Trust and develop efficient forms of two-way communication throughout the healthcare organisation and beyond.
* Lead the implementation of the duties placed on all NHS Trusts to engage communities in the work of the (Section 242 of the NHS Act 2006). This includes involving people in planning the provision of services, the development and consideration of proposals for changes in the way those services are provided, and decisions to be made by the NHS organisation affecting the operation of services.
* Provide assurance to the Board that the data submitted externally, which is used for Regulator performance monitoring, is subject to verification for quality and accuracy in line with agreed protocols.
* Ensure that systems and processes are in place to ensure that the feedback from the local population is valued and actioned by the organisation and opportunities are provided for patients, public and stakeholders to influence the services they receive.
* Contribute to the evaluation of patient and public involvement activities to include establishing appropriate systems to capture, analyse and assess data relating to public and patient feedback.
* As a partner within the ICS, support the development and implementation of engagement plans which support peninsula or ICS-wide programmes of work.
* Lead the planning, implementing, publicising and monitoring of formal public consultation exercises.
1. **Marketing**

To lead the Trust’s adoption of proven marketing techniques and tools to ensure we are considered a provider of choice by patients and commissioners.* Lead the development of assessment tools to allow the Trust and individual services to assess their position in the market and therefore any steps needed to retain competitiveness or meet customer expectations more fully.
* Continue to develop a suite of branded marketing materials to support services communicate a professional image
* Develop and research recruitment packs which position the Trust and the role in a way which attracts candidates
* Responsible for ensuring that the codes of professional practice relevant to marketing (the Chartered Institute of Marketing, DH code of practice for marketing) are abided by in relation to market research, data protection, confidentiality and branding.

Also lead the management and continuous development of the Trust’s online information resource (intranet and internet) as a vital communications and collaboration platform which includes:* Responsible for the content management, branding and accessibility of the internet and intranet sites and for ensuring steps are taken to regularly update this content and ensure it is aligned to the Trust’s corporate messages and objectives.
* Lead the continuous assessment and evaluation of the effectiveness of online communication tools which includes analysis of website hits, content management systems, interactive forums, blogs, widgets, cloud computing and so on.
* Ensure that the Trust uses website technology appropriately to communicate electronically in innovative ways whilst complying with accessibility and equality and diversity guidance.

Lead the production of the Trust’s patient information in accordance with Care Quality Commission requirements, CNST and NICE quality standards. This includes diversifying the information provided across many different formats (audio, visual, Braille etc) to ensure that all patients receive sufficient information, in the right format to enable them to set appropriate expectations of the service they receive from us.* Ensure that the organisation adheres to the NHS style guidelines for all materials
* Ensure that the Trust’s branding and logos are used appropriately by staff and stakeholders
* Ensure any document or information produced by the Trust goes through a quality control and check to ensure that the information if professional, literate and engaging thus inspiring trust and confidence in our services
* Responsible for the production, editing, design, printing and distribution of all the Trust’s corporate documents including Annual Report, the Quality Account and IBP, all of which have multiple authors and requires a central editor to bring it into a single style and tone.
1. **Governors**
* Lead and maintain positive, engaged relationships with the Council of Governors and Foundation Trust members
* Responsible for ensuring the fulfilment of all statutory engagement requirements of Foundation Trust membership and Governors.
* Support the Board and the Council of Governors in establishing and maintaining constructive and positive relationships with Trust members, all members of the community, fostering a strong culture of partnership working and co-production
* Work with the communications and engagement team to ensure that public communications/engagement fits within a broader strategy of member and Governor engagement
* Develop and maintain positive relations and influence with Members of Parliament in the region and their offices, Ministers, special advisers, Select Committee Chairs to promote the Trusts positive agenda, identify opportunities and influence as necessary.
 |
| **FREEDOM TO ACT**  |
| * Works autonomously and interprets national policy and guidance for internal consumption and review. Provides authoritative corporate affairs advice to the Board on national, regional and local policies and strategies
 |
| **COMMUNICATION/RELATIONSHIP SKILLS**  |
| * Providing and receiving highly complex, highly sensitive or highly contentious information where there are significant barriers to acceptance which need to be overcome
* Conveys highly contentious information in situations of proposed major change. This may be potentially hostile and antagonistic.
* Influence and negotiate on delivery of services. Leads the engagement process with strategic stakeholders.
* Communicate with a range of stakeholders, required to communicate a range of highly complex requirements, gaining credibility, particularly with senior external stakeholders, partners and elected members.
* Influence senior stakeholders internally and externally on the value of partnership working and effectiveness of collaboration.
* Collaborate with partners, particularly external stakeholders within the system to ensure that we join up our efforts to deliver the Long-Term Plan and develop relations.
* Act as a conduit for change, maximising the uptake and success of new ideas and solutions to maximise efficiency and improvements within the Trusts, external partner organisations and across the ICS partner organisations.
* Requirement to give presentations on complex national strategies, i.e. Health Inequalities and LCP developments or prepare them for Board members and Council of Governors
* Work with partners to secure funding and collaborate on projects of mutual interest.
* Attend and actively engage in senior level meetings requiring sustained concentration and participation. The post holder will be expected to frequently exert prolonged concentration when attending senior meetings, Board meetings and external events
* Regularly attend Management meetings including, when requested, Executive and Board meetings.
* Deputise for the Director of Strategy and represent the Trust in system and regional meetings.
 |
| **ANALYTICAL/JUDGEMENTAL SKILLS** |
| * Analyse a wide range of highly complex data e.g. performance data, business cases, case notes to ensure senior leadership team has awareness of the strategic context and is able to make informed decisions.
* Undertake detailed analysis and planning of activity, strategy, aspirations to support the Trust develop corporate and clinical strategies.
* Ensure that any changes or developments are managed sensitively and appropriately, identifying risks to the organisation and managing them effectively.
 |
| **PLANNING/ORGANISATIONAL SKILLS** |
| * Large scale and detailed planning is a key component of this role, ensuring that the Trust is able to understand the prevailing operating context and develop strategies accordingly
* Key member of the Senior Leadership team for the CEM function, contributing to strategic planning and delivery across the full portfolio of the people function.
* Enable and lead strategic relationships with stakeholders including system partners and external providers ensuring a collaborative approach both within the Trusts and externally
* Develop an annual business plan, forecast and budget for the CEM team, plan organisation and implement highly complex programmes and projects affecting staff, patients, public and stakeholders across the system.
* Undertake own CPD activity to maintain and develop further leadership and management competencies.
* Ensure appropriate communication and staff involvement structures are in place for all direct reports
 |
| **PATIENT/CLIENT CARE**  |
| * Contact with patients will occur during engagement activity
 |
| **POLICY/SERVICE DEVELOPMENT**  |
| * Leads and facilitates the Trust-wide engagement in the development of corporate and clinical strategies and articulating the supporting policies for the achievement of Trust strategic objectives and vision.
* In regularly updating progress on delivering the strategy, the postholder defines how the strategy will be delivered measured, monitored and improved, as necessary, across the Trust
* Maintains an expert knowledge of Communications, Engagement and Marketing strategy and best practice and ensures implications of national policies are understood across the Trust.
* Contribute to corporate policy-making and promote and support policy decisions both internally and externally.
* Agree and deliver governance standards and develop appropriate strategies for the corporate area and oversee the operational and performance interface between the strategy, communications and LCP teams/partners.
* The post holder will attend senior meetings and will contribute to the strategic development of the Trusts’ People Strategies to ensure optimum delivery of the organisations strategic and operational priorities.
 |
| **FINANCIAL/PHYSICAL RESOURCES**  |
| * Responsible for the budgets of the CEM team including governor expenses.
* Accountable for the successful financial management of the CEM team by managing within budgets, developing and delivering cost improvement programmes, maintaining/improving profitability, complying with all Trusts’ financial rules, effectively managing charitable funds, recognising and balancing finance v quality/safety/efficiency.
* Managing the CEM budget totalling £750,000 to ensure best return on investment
* Produce and provide analysis and informative narrative on regular reports to the Executive team and Trusts’ Boards in relation to strategy, policy and LCP service delivery and the services financial and contracting performance.
* Develop and implement cost savings schemes, both through service improvement and cash releasing schemes.
* Ensure that the service area is operated within Standard Orders, Standing Financial Instructions and appropriate rules and codes of conduct and procedure.
 |
| **HUMAN RESOURCES**  |
| * Responsible for the line management and team development of 22 CEM professionals as well as fixed term team members who are assigned to specific projects.
* Also responsible for the matrix management of individuals within teams that need to support projects, i.e. HR, finance and operations internally and partners externally
* Responsible for maintaining awareness of national and strategic agendas across all decision makers and senior leads at the Trust to enable informed decision making and horizon scanning of the strategic environment.
* As a representative of a lead partner/anchor institution within the ICS and LCP the post holder is responsible for the management of partnership teams and resources across North and East Devon in the pursuit of the delivery of the Northern and Eastern health inequality strategies. This requires the postholder to supervise the delivery of externally-employed teams and individuals.
 |
| **INFORMATION RESOURCES**  |
| * Responsible for analysing and theming complex qualitative information, i.e. patient, staff, member, stakeholder feedback and compiling into engagement assurance reports
* Regularly use software to develop reports

  |
| **RESEARCH AND DEVELOPMENT**  |
| * Responsible for conducting perception audits and patient/public involvement research projects to support corporate and strategic decision-making
 |
| **PHYSICAL SKILLS** |
| * Possess standard keyboard skills
* Be proficient in the use of Microsoft Office (PowerPoint, Word, Excel, Outlook & Teams)
* Requirement to travel to other sites as required.
 |
| **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 organization.
* 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 to meetings due to cross site working
 |
| **MENTAL EFFORT** |
| * Intense concentration and foresight required when considering the impact of an event on the Trust’s reputation and ability to deliver services.
* The ability to join complex ideas and similar projects across the Trust and create central messaging and alignment to the Trust’s strategic objectives
* Frequent requirement to prioritise and reprioritise workload.
* Prolonged concentration developing Trust strategies and policies, involving a broad range of complex activities.
* Writing complex Board reports, checking documents, chairing meetings, etc.
* Also having responsibility for ensuring all appropriate documentation is accurately reported to demonstrate Trust has met statutory targets and fulfilled its legal duties.
* Intense concentration when representing the Trust to external organisations and at functions.
* Unpredictable workload, due to frequent interruptions requiring urgent problem solving
* Able to work unsociable hours on occasion
* Ability to reassess priorities in an ever-changing environment i.e. dealing with urgent media enquiries/unforeseen incidents.
* Unpredictable work pattern).
 |
| **EMOTIONAL EFFORT** |
| * Ability to communicate to a wide range of staff, including Executive Team, Directors and Clinical Leads
* Support distressed patients, members of the public and staff when incidents, complaints or problems have occurred.
* Ability to communicate using tact, diplomacy and empathy with staff, patients, media and partner organisations on a daily basis. This includes the ability to de-escalate highly contentious situations
* Be required to have the highest level of interpersonal skills in order to deal with regular exposure to hostile, antagonistic and highly emotive atmospheres i.e. ward closures, major incidents, service redesign/developments and communication to staff/public
* Communicate the analysis of the patient stories and journeys which have revealed ‘moments of truth’ which are used to challenge custom and practice.
* Able to prioritise work to meet requirements
* Ability to form good working relationships
 |
| **WORKING CONDITIONS** |
| * Office based with visits to various hospital locations and national / regional events as required.
 |
| **OTHER RESPONSIBILITIES**  |
| Take part in regular performance appraisal.Undertake any training required in order to maintain competency including mandatory training, e.g. Manual HandlingContribute 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 infectionAs 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:* Be physically active at work (i.e. take breaks away from your desk, taking the stairs where possible)
* 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.
 |
| **APPLICABLE TO MANAGERS ONLY**  |
| Leading the team effectively and supporting their wellbeing by:* Championing health and wellbeing.
* Encouraging and support staff engagement in delivery of the service.
* Encouraging staff to comment on development and delivery of the service.
* Ensuring during 1:1’s / supervision with employees you always check how they are.
 |
| **DISCLOSURE AND BARRING SERVICE CHECKS– delete section if not applicable** |
| This post has been identified as not requiring access to vulnerable adults and/or children. |
| **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. T*his is*  |

|  |  |
| --- | --- |
| **Job Title** | Associate Director of Communications, Engagement and Marketing |

P

E

R

S

O

N

S

P

E

C

I

F

I

C

A

T

I

O

N

|  |  |  |
| --- | --- | --- |
| **Requirements** | **Essential** | **Desirable** |
| **QUALIFICATION/ SPECIAL TRAINING**Educated to a minimum of Masters Degree level (*or equivalent qualification or level of experience*) and additional in-depth professional knowledge in a number of disciplines, e.g. financial management, performance management, information systems, staff management acquired through training and experience over extended periodFirst level Degree Evidence of Management and Leadership Development geared towards very senior postsPost Graduate Management / Business qualificationEvidence of and a demonstrable commitment to Continual Professional Development with an active and varied CPD portfolioQualifications and/or training in engagement, marketing (CIM), public relations (CIPR) or journalism. | EEEEEE |  |
| **KNOWLEDGE/SKILLS**Specialist knowledge over more than one discipline/ function acquired over a significant period Proven experience of working at a strategic level and contributing at a very senior level close to or at Board level in a large complex organisation, preferably within the NHS and across whole healthcare systems.Outstanding reputation and demonstrable successes at a senior level, with a proven track record of supporting effective partnership relationships that are hallmarked by trust, robust delivery and endure challenges, preferably within the NHS or public sector.Ability to process and communicate highly complex, highly sensitive or highly contentious information often in hostile or emotive environments where there are significant barriers to acceptance.Understanding of public and stakeholder engagement with evidence of methodology and experience of implementation.In depth knowledge of key health policies, objectives and national operating framework.Understanding of the broader strategic and policy context for delivery of health services in Devon/England.Experience of developing and implementing corporate strategies with a track record of successes in delivering against national and local targetsHighly developed innovative thinking capability, with proven skills in challenging the status quo and suggesting viable alternatives.High level problem solving, negotiation, interpersonal, administrative, budgetary, analytical, advocacy, presentational, communication and IT skills.Ability to assess priorities and make effective decisions in a pressurised environment.Capable of analysing or interpreting complex facts and decide on a course of action in situations when there may be a range of expert conflicting opinions.Proven influencing and persuasion skills.Knowledge of the structure, functions, culture and values of the NHS and its inter-relationship with other agenciesWell-developed skills to manage, present and report on complex performance management information; adapting or designing information systems to meet defined reporting requirements.Experience interpreting general health and social care, organisational or broad strategic policies, applying these within own area of influence and advising the organisation on how these should be interpreted. | EEEEEEEEEEEEEEE |  |
| **EXPERIENCE** Proven and high level of managerial competency including ability to manage and lead a complex and dynamic professional environment.Able to develop and maintain effective working relationships with professional groups and senior managers within the organisation and in other agencies.Experience of developing innovation and vision, including an ability to build organisational capabilities, establishing a clear strategic vision and direction and translating this into successful outcomes.Experience and subject (professional) expertise in strategy, communication, marketing, fundraising, engagement, customer experience, change management, finance and quality improvementExperience of working in other sectors at a senior levelExperience of successfully developing proposals that require multi-(internal/external) stakeholder supportExperience of multi-disciplinary and large team line managementExcellent track record of delivering successful outcomes Experience in managing complex, high-profile projects in which their delivery has required input from individuals and organisations not under the postholder’s direct controlExperience of managing the communication and engagement on service change within political environments, i.e local authority, district and town councils. | EEEEEEEEEE |  |
| **PERSONAL ATTRIBUTES** Inspirational leadership style with credibility, respect and knowledge; and the ability to manage people well.Political awarenessIntellectual flexibility, including the ability to understand both operational detail and wider strategic visions, and to articulate these to others; and the ability to cope with ambiguity and perform through uncertaintyNatural ability for collaboration and involvement between and within organisations.The ability to build successful relationships.Ability to make things happen and to deliver on the most challenging of issues.Commitment to uphold public service valuesAble to manage own workload, prioritise effectively, and work to deadlines.Ability to maintain intense concentration holding large quantities of data in mind whilst proactively engaging with operational issues as necessary.Truly inclusive and able to lead on embracing difference and diversityOwnership, personal responsibility and accountability for delivering commitmentsGravitas and integrity - building confidence and assurance while thinking strategically and translating strategy into actionAble to make rational decisions in the face of adversity Capacity to work with managers and others to develop a shared vision of services for patients and standards in delivery Exemplary personal integrity and standards of conduct and behaviourPersonal credibility, with the ability to quickly gain the confidence of others, including clinicians, managers, staff, patients, relatives and users of services | EEEEEEEEEEEEEEE |  |
| **OTHER REQUIREMENTS** The post holder must demonstrate a positive commitment to uphold diversity and equality policies approved by the Trust. Ability to travel to other locations as required.  |  |  |

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