



JOB DESCRIPTION

JOB DETAILS	
Job Title	OFH Communication and Engagement Manager
Reports to	OFH Programme Manager (line managed by Trust Head of Procurement)
Band	Band 8a (subject to AfC matching)
Department/Directorate	Our Future Hospital Programme Estates & Facilities

JOB PURPOSE
<p>The Department of Health & Social Care launched a New Hospital Programme in 2020, and North Devon District Hospital is one of those identified as receiving investment.</p> <p>The Royal Devon University Healthcare NHS Foundation Trust (Royal Devon) sees this investment as an opportunity to transform the way we deliver care and meet health needs in the future.</p> <p>Our programme of hospital rebuilding at North Devon District Hospital is called Our Future Hospital (OFH). This programme will have impact on patients, carers, families and every member of clinical and non-clinical staff, in fact the whole Northern Devon community.</p> <p>The Communication and Engagement lead for OFH will be a vital member of the programme team, helping us develop and deliver communications that will engage the whole spectrum of stakeholders local, national and political in our exciting plans. They will also help us ensure that local people feel they are informed and can influence our plans.</p> <p>This role is suited to a highly enthusiastic, motivated, skilled communications and engagement professional who is creative, proactive and excited to support the organisation to make the most of this opportunity for our staff and the communities we serve.</p>

KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES
<p>Planning</p> <ul style="list-style-type: none">• Provide professional, strategic and operational communications and engagement advice and support for the Trust and the OFH programme team for OFH related areas.• Devise, evaluate and oversee the implementation of effective tailored communications and engagement plans for the OFH programme and manage their effective implementation. This will involve multiple projects and campaigns relating to the programme over the duration of the programme, likely to be over a number of years.• Planning, organising, developing, implementing and evaluating the OFH communications and engagement plan, working with the Trust's Head of Communications and Engagement to ensure alignment with the Trust's vision, objective and values, and wider communications and engagement strategy as well as the clinical and digital strategies.• Using local and national political opportunities to actively promote and support the Our Future Hospital Programme.• Help facilitate VIP, ministerial and high-profile visits and support the planning to achieve key outcomes for the Trust and programme. <p>Communications</p> <ul style="list-style-type: none">• Develop and deliver an internal communications approach which ensures regular, relevant and timely communication on the programme for all Trust colleagues.

- Produce a broad range of communications to the highest standard, using expertise and experience to identify the right channels and styles for specific audiences, and making use of graphics and visual approaches to make it attention-grabbing.
- Work with the Royal Devon communications team to coordinate communications activity to help promote and protect the organisation's reputation, and when necessary help to manage adverse publicity.
- Proactively manage local media, building positive working relationships with key journalists, seeking opportunities for media coverage and following up on media coverage to actively promote the OFH programme positively across a wide range of media channels.
- Advise the programme and senior leaders on responding to media enquiries, including writing media releases and responses
- Work to ensure that communications materials and patient information are of a high standard and accessible to and appropriate for relevant audiences and reflect the diversity of the communities served by the Trust.
- Link with wider Trust communications colleagues to maximise impact of Trust messaging on this programme relative to the Trust strategy

Engagement

- Develop a stakeholder engagement plan to support the Our Future Hospital programme to fully involve our key partners in our plans. This will include advising the programme team on methodologies to effectively involve staff, patients and stakeholders in the design of future facilities.
- Ensure staff, stakeholders and the public are well informed and understand the linkages between the programme and the organisation's vision and aspirations. The post involves managing large and complex stakeholder groups (both internal and external to the Trust), delivering high quality, and at times complex, communication and stakeholder engagement expertise in relation to the NDDH site redevelopment.
- Lead the recruitment of OFH staff and public champions and the lead the champions group.

KEY WORKING RELATIONSHIPS

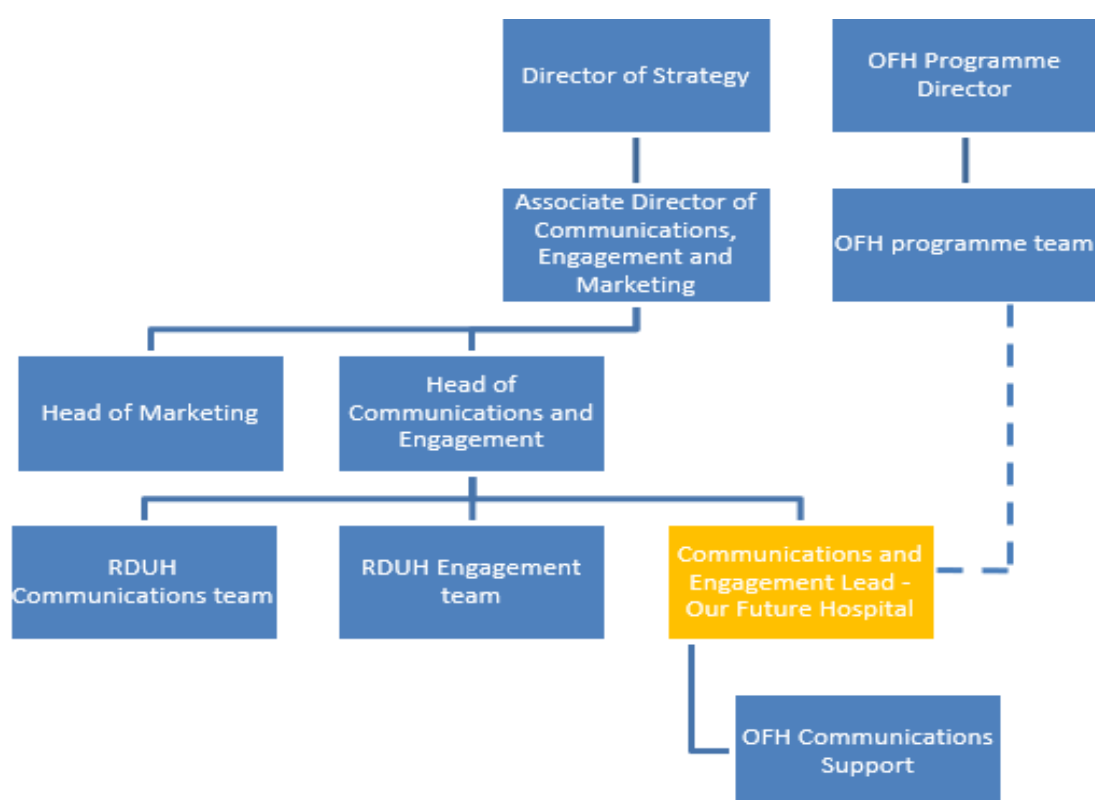
To ensure the postholder has professional supervision and support this role sits within the Trust's corporate comms, engagement and marketing team. However, the postholder will be based in the offices of, and work with, the Our Future Hospital programme team at NDDH.

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

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| <ul style="list-style-type: none"> • Our Future Hospital programme team • Communications, engagement and marketing team • Director of Strategy • Chief Executive and Deputy Chief Executive Officer • Executive Directors • Non-Executive Directors and Chair • Governors • Our Future Hospital champions • Senior Leaders - clinical and corporate | <ul style="list-style-type: none"> • Media (local, regional, national, specialist) • Foundation Trust members • Members of the public • Patients/service users • Carers/visitors • Other New Hospital Programme site teams • Donors and fundraisers • Volunteers • Communications colleagues across Integrated Care System • MPs and Councillors |
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| <ul style="list-style-type: none"> • Heads of Departments and Senior Managers • Lead clinicians • Colleagues Trust-wide of all professional staff groups and bands • Staffside and Trade Union representatives | <ul style="list-style-type: none"> • Healthwatch • Leagues of Friends • Leaders of partner organisations such as local authorities, district councils, police etc • One Northern Devon and North Devon Futures • Interest groups |
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ORGANISATIONAL CHART



FREEDOM TO ACT 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 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 postholder will be the communications specialist for the OFH programme and will have significant experience in the field, ideally with experience of supporting similar large projects and programmes.

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

They will be the key communications link between the Trust and stakeholders including local community, government departments, professional bodies, local and national government relating to the hospital redevelopment.

They will liaise with press and media, including developing media releases, hosting media briefings, organising advertising and deciding how to respond to media issues on sensitive or complex issues. They will provide and receive highly complex, sensitive and commercially confidential information where the aim is to gain greater understanding and/or consensus.

They will be required to present their recommended communications approach to the Our Future Hospital Programme Board, senior staff and committees and will need to influence staff in decision-making.

They will need to handle sensitive and often challenging conversations with media contacts and the general public ensuring we respond in line with our values.

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.

They will deliver internal communications which ensure relevant and timely communication for all staff groups and communicates key corporate messages, primarily on delivering Building for our Future messages to our staff, using written materials, posters, emails and intranet materials.

They will support the development and maintenance of web content relating to OFH, providing and uploading articles and making amends based on feedback from user groups.

In addition, the post holder is 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.
- develop key message “sets” and forward plan engagement and communication activity to deliver the right information in the right place at the right time to key audiences for maximum impact and avoidance of confusion and duplication.
- undertake media briefings and review Freedom of Information (FOI) requests for major capital projects, ensuring high quality responses.
- help to build a reputation for the OFH Programme as being high performing, responsive and able to deliver.

They will lead engagement for seldom heard community groups through the development of partnerships with the voluntary sector and other relevant organisations.

They will operate in an environment of significant complexity and ambiguity, and therefore will need to take time to understand the context of the Trust’s operating environment and demonstrating good

judgement (including seeking counsel from others when needed) and offering support and guidance to others seeking advice.

They will work with leaders and programme champions to support them in their own communications and engagement activities in line with the programme communications and engagement strategy

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

Network with other Trusts, particularly those included in the New Hospital Programme to share best practice and new ideas.

ANALYTICAL/JUDGEMENTAL SKILLS

The post requires skills in collation and analysis of highly complex, detailed and extensive qualitative and quantitative data and complex documents and publications using their judgement to formulate action plans to a wide variety of audiences. This requires numeracy, literacy and critical / analytical thinking.

It also requires the post holder to have skills of perception, responding to difficult questions and accurately interpreting the rationale behind the person or group's stated position. Any response requires dynamic comparison of a range of possible options.

When providing strategic advice to the Board of Directors, the post holder will be required to identify possible courses of action, present the evidence-base and make recommendations to Board members.

They will evaluate the impact of programme activities using metrics and qualitative reports, and use this information to change approach and suggest improvements

PLANNING/ORGANISATIONAL SKILLS

The post holder will plan, organise, implement and manage complex public relations strategies and plans to support the Programme positioning within the overall corporate objectives of the organisation. The strategies will need to adapt as the Programme develops and timelines change due to nature of political change.

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 will provide non-clinical information on a range of issues to staff, patients, carers, stakeholders and the public. They will be expected to undertake face to face engagement with patient and staff to gain a wide variety of feedback such as areas for improvement.

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 involvement, engagement and inclusive communication for the OFH Programme. They will be responsible for suggesting ways to continually improve engagement and involvement 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 engagement and involvement, proposing policies

or service developments which impact beyond their area. The outcomes of all work led by the engagement lead should inform service development and improvement across the Trust. The postholder is responsible for interpreting national guidance and policies in relation to communications, and for communicating on behalf of the organisation.

Support the development of procedures, standards and policies around social media, media management, events, corporate identity, patient communications and other areas of communications and ensure they are implemented consistently and appropriately.

FINANCIAL/PHYSICAL RESOURCES

The post holder will be responsible for managing and monitoring the communications and engagement budget for the Our Future Hospital programme, the value of which is approximately £50,000. The post holder will be responsible for supporting the achievement of corporate divisional financial balance by the efficient use of identified resources and following Standing Financial Instructions as budget manager.

HUMAN RESOURCES

The post holder will:

- Lead communications and engagement within a programme and will provide support and expertise to other members of the wider Communications, Engagement and Marketing team
- Lead the OFH Champions group, being an advocate of the programme themselves
- Line manage future communications roles required to support the programme

INFORMATION RESOURCES

The post holder is responsible for accurate recording and storage of engagement and involvement activities in line with OFH Programme governance, 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 will be required to provide progress reports and relevant board papers for the Our Future Hospital Programme.

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

RESEARCH AND DEVELOPMENT

The post holder will supervise and lead regular communication audits and questionnaires to support the requirements of the Our Future Hospital Programme.

They will keep up-to-date with developments and best practice in professional communications and engagement tools, techniques and thinking, and make sure these inform and are used within our own communications and engagement strategies and activity.

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 Our Future Hospital programme developments.

PHYSICAL SKILLS
The postholder will require advanced keyboard skills, 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
Occasional moving and handling requirements when transporting display and presentation equipment. There is a combination of sitting, standing, and walking involved in this role. The post holder will need to attend meetings throughout RDUH, and externally, which may require driving and sitting for extended periods of time.
MENTAL EFFORT
<p>The role requires:</p> <ul style="list-style-type: none"> • Intense concentration and foresight required when considering the impact of an event on the Trust's and OFH programme reputation and ability to deliver services. • The ability to join complex ideas and understand interdependencies across the OFH Programme and from other relevant projects across the Trust and create cohesive messaging and alignment to the Trust's strategic objectives. • Ability to reassess priorities in an ever-changing environment i.e. dealing with urgent media enquiries/unforeseen incidents and interruptions to provide advice. • Frequent requirement to prioritise and reprioritise workload. • Frequent prolonged and intense 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. • Responsibility for ensuring all appropriate documentation is accurately reported to demonstrate Trust has met statutory targets and fulfilled its legal duties. • Unpredictable workload and work pattern, due to frequent interruptions requiring urgent problem solving. • Ability to work unsociable hours on occasion.
EMOTIONAL EFFORT
The postholder will be regularly exposed to emotional circumstances and will need the highest level of interpersonal skills in order to respond with tact, diplomacy. This includes the ability to de-escalate highly contentious situations. Examples include disruption to services during the building phase, service redesign/developments and communication to staff and the public.
WORKING CONDITIONS
<ul style="list-style-type: none"> • The post holder will be required to work on site at NDDH for at least 3 days of the working week in line with programme core office days of Tuesdays, Wednesdays and Thursdays as a minimum • Use display screen equipment for substantial proportion of the day. • The post holder may be subject to verbal aggression and potentially distressed people during engagement events with staff and public
OTHER RESPONSIBILITIES
Take part in regular performance appraisal.

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

Contribute to, and work within, a safe working environment.

You are expected to comply with Trust Infection Control Policies and conduct themselves 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 (DSE) if appropriate to role.

GENERAL

This is a description of the job as it is now. We periodically examine employee 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	OFH Communication and Engagement Manager
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Requirements	Essential	Desirable
QUALIFICATION/ SPECIAL TRAINING		
Good standard of secondary education, particularly Maths and English	E	
Honours degree in any field, or equivalent level	E	
Masters or equivalent level of experience	E	
Qualifications and/or training in marketing (CIM), public relations (CIPR) and journalism		D
KNOWLEDGE/SKILLS		
Considerable knowledge of media liaison and journalism	E	
Experience of working within complex political landscapes	E	
Excellent skills in effective verbal and written communication and ability to develop communications materials for a wide range of audiences.	E	
Excellent presentation skills and an ability to present complex concepts or facts clearly both verbally and in written materials.	E	
Ability to understand complex situations and ask the right questions in order to understand underlying issues	E	
Ability to establish and maintain good working relations with key stakeholders, patients, carers and members of the public	E	
Ability to facilitate and chair meetings		D
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	E	
Ability to work under pressure and to tight deadlines	E	
Understanding and experience of working to meet duty to involve and engage	E	
	E	

Ability to work as a team and on an individual/autonomous basis. Ability to use initiative and to solve problems effectively and creatively.	E	
Proficient IT/Keyboard skills, IT literate and numeracy	E	
Ability to use a range of computer programmes, software and databases	E	
EXPERIENCE		
Significant communications and engagement experience, including some in a senior/leadership role		D
Experience of working effectively with and advising senior leadership teams on a broad range of communications and engagement issues	E	
Excellent track record of delivering successful campaigns using creative approaches	E	
Previous NHS/public sector experience	E	
Experience of planning and implementing complex communication and engagement plans involving multiple teams and stakeholders	E	
Experience of organising workshops, focus groups, public meetings and other group-based feedback and information sharing engagement exercises		D
Experience of working within a complex programme		D
PERSONAL ATTRIBUTES		
Empathetic with an ability to handle difficult or emotional situations	E	
Commitment to developing services that are informed by the patient voice	E	
Self-motivated with the ability to work pro-actively and autonomously but also as part of a team.	E	
Reliable with a willingness to work flexibly and occasionally out of hours	E	
Confident in working with staff and stakeholders at all levels	E	
Remains calm and focused under pressure	E	
Reliability and flexibility, able to contribute to changing demands of the service.	E	

Willing to undertake training relevant to the post.	E	
Ability to work independently and within a team	E	
Ability to demonstrate a diplomatic caring attitude whilst maintaining confidentiality.	E	
The ability to manage and process a number of tasks at the same time, including frequent interruptions.	E	
OTHER REQUIREMENTS		
Behaves in line with the Trust's mission, objectives and values	E	
Inspires others and leads by example	E	
Able to make rational decisions in the face of adversity	E	
Commitment to implementation and strengthening of good governance and good management practices		D
Personal credibility, with the ability to quickly gain the confidence of others	E	
Available to participate in an on-call rota	E	
Ability to travel between sites and other locations	E	

WORKING CONDITIONS/HAZARDS		FREQUENCY (Rare/ Occasional/ Moderate/ Frequent)			
		R	O	M	F
Hazards/ Risks requiring Immunisation Screening					
Laboratory specimens	N				
Contact with patients	Y		X		
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				X
Heavy manual handling (>10kg)	N				
Driving	Y		X		
Food handling	N				
Night working	N				
Electrical work	N				
Physical Effort	N				
Mental Effort	Y				X
Emotional Effort	Y			X	
Working in isolation	Y				X
Challenging behaviour	Y	X			