 

Job Description

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| Job Title | Media and External Affairs Communications Manager  |
| Directorate | ICS and CCGs Communications and Engagement |
| Pay Band | 7 |
| Accountable to | Head of Communications and Deputy Director |
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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:****This role is responsible for developing and ensuring the delivery of the CCG and ICS external communications and media activity. The role is responsible for creating content to ensure external stakeholders are up-to-date and engaged with the corporate objectives - providing advice and support to the Senior Leadership Team to enable the external reputation of the CCG and the ICS to be managed and developed.** **Media** * + To support the CCG in developing, implementing and maintaining effective, efficient and professional communications, advising on the communications approach to complex and potentially controversial issues
	+ To support the CCG in developing and enhancing its organisational profile, supporting activity around reputation management and responding to the media on potentially high profile and/or contentious issues, often at short notice
	+ To be responsible for the writing, editing and publication of content for a range of external audiences
	+ To draft proactive and reactive press releases, media briefings and “question and answer” documents to support the CCG and ICS
	+ To support colleagues and their teams in identifying and developing opportunities for possible future media coverage and actively seek proactive opportunities for media coverage or with our system partners including NHS and public sector organisations
	+ To provide media handling advice and guidance to colleagues

**Social Media** * + To provide advice and guidance to colleagues on use of social media
	+ To maintain a scan of the communications environment (including social media) and regularly report significant developing communications issues to the Senior Leadership Team
	+ Review, revise and maintain the CCG website and produce a regular schedule of updates to the CCG and ICS websites and a compelling stream of content for social media channels

**External Affairs** * Support the delivery of 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 support proactively managing those relationships.
* Support the development of appropriate stakeholder channels to support the management of external stakeholders, organising the attendance for at key stakeholder briefings e.g. OSC, Health and Well Being Board
* Support the development of responses to Freedom of Information Act requests for both the CCG and the ICS

**Relationships** * Undertake Relationship Management activities with allocated internal customers including our staff and GP membership to ensure that their requirements for Communications and Engagement are met
* Work collaboratively with the Head of Communications and Media and External Manager to manage the communications team’s workload and ensure that activities are joined up across the wider team.
* Develop strong relationships with peer Communications professionals from across the system, including but not exhaustively: the acute trusts, community trusts, local authorities, ambulance trust.
* Deputise where required for the Head of Communications – dependent on experience, be designated as the official deputy for the Head of Communications

**Other*** Own the production of a comprehensive weekly and monthly planning grid for all of the team’s external activities – showing all planned and anticipated media activity, all social media and digital campaigns, all external affairs activities and other external environmental context (eg, national announcements, local political activities, system news).
* To disseminate this grid on a weekly basis to internal stakeholders across the CCG and ICS

**Information Management and Reporting**The post holder will be expected to retain adequate records of all issued external communications, including but not restricted to press releases, media responses and internal/ GP practice communications. They will be expected to operate a version control system when preparing communications. They will contribute to wider organisation reporting including those on risk management and performance.**Skills:**The post holder is expected to possess the following skills;* Excellent copywriter, with attention to detail and experience of wider communications, public relations and journalism and practical application.
* Understanding of the wider health service communications landscape and of the local internal and 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, specifically media and reputational, implications and opportunities.
* Able to present or share highly sensitive information to a potentially hostile audience or in an antagonistic atmosphere.
* Able to influence and persuade staff and other stakeholders (including senior leaders) on appropriate media approaches
* Able 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
* Training to relevant degree level or equivalent plus training and/or experience in media
* Strong keyboard skills to produce well-written copy and presentations as needed

**Responsibilities:** The post holder will be required to;* Lead and line manage a communications officer, including enabling their professional development. This also includes responsibility for supporting appraisals and recruitment.
* Manage the workload of the communications officer and hold to account for delivery of the required outputs – both to time and quality.
* Plan a calendar of outputs for proactive media aligned to the ICS, CCG objectives as well as supporting the ICP and PCN agendas.
* Search out and maximise good news stories from across the CCG and the ICS (including from ICPs and PCNs) and work with the internal communications manager to maximise these opportunities
* 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
* Working with the digital communications officer deliver a regular schedule of updates to the CCG and ICS websites and a compelling stream of content for the social media channels
* Lead on the delivery of 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.
* Support the creation and development of 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 external audience
* Support the development of responses to Freedom of Information Act requests for both the CCG and the ICS
* Working with the Engagement Team support the delivery of a schedule of patient stories which can also be used at the CCG Governing Body.
* Work on developing strong relationships with peer Communications professionals from across the system, including but not exhaustively: the acute trusts, community trusts, local authorities, ambulance trust.
* Engagement with the overall team to ensure that Communications and Engagement activities are joined up.
* Deputise where required for the Head of Communications.

**Freedom to Act:**The post holder will;* Operate with significant autonomy for the planning and delivery of communications activity
* Be responsible for the day-to-day delivery of communications activities for the organisations with limited oversight from the Head of Communications.

**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 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.
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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 to inform a response to the media  |
| Ability to influence and provide strategic media and communications advice to senior staff including Directors, commissioners and leaders. |
| 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 |
| Experience of managing staff  |
| Ability to work and deliver in a matrix arrangement and deliver on time and to the quality expected.  |
| Ability to manage time effectively, prioritising work and managing conflicting demands and distractions to meet deadlines. |
| Ability to work with limited 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 elements of an overall budget, involved in budget setting and working knowledge of financial process |
| Knowledge |
| Significant knowledge of media and corporate communications |
| Significant knowledge of media, PR and communications  |
| Significant understanding of the role social media plays in integrated communications and experience of using it to further communications objectives. |
| Knowledge and experience of high profile media issues management |
| 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 in a communications role. |
| Extensive experience of working with the media |
| Experience of devising and implementing effective media and communications strategies |
| Experience of crisis communications |
| 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 journalists, and remain calm and persuasive. |
| 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 briefings and correspondence for senior managers / board members. |
| Experience of using social media to communicate with internal and external audiences |
| Experience of working within the NHS and public sector, and across organisational boundaries |
| 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 degree 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.
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