 

Job Description

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| Job Title | Head of Insights and Engagement |
| Directorate | ICS and CCGs Communications and Engagement |
| Pay Band | 8a |
| Accountable to | Director of Communications and Engagement |
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| **CCGs and ICS Organisations Summary:** The CCGs in Nottingham and Nottinghamshire are integrating the workforce to work jointly across six Clinical Commissioning Groups (CCGs) – Mansfield and Ashfield, Newark and Sherwood, Nottingham City, Nottingham North and East, Nottingham West and Rushcliffe in anticipation of a formal merger in April 2020. Working together in this way allows the organisations to work more effectively and efficiently by streamlining processes, avoiding duplication and delivering consistency of quality across a larger area. The CCGs collectively cover the area of Nottingham and Nottinghamshire. There is a single Accountable Officer and Executive Team. In addition to this, NHS and Local Authority bodies are working together in an Integrated Care System (ICS) across the same geographic footprint – seeking to join up health and care and integrate the delivery of better outcomes for patients and service users. The ICS and CCG Communications and Engagement team serves the Communications and Engagement needs of both the CCG and the ICS, acting as an exemplar of joint working and streamlined delivery. The Director of Communications and Engagement reports into both the CCG AO and the ICS Executive Lead. Staff working within the ICS and CCG Communications and Engagement team are expected to have strong links with CCG colleagues and ICS partner teams across the entire county. All individuals will have an identified base, but travel and cross-working between the CCG and ICS partners is expected for all roles.**Job Summary:*** The post is responsible for defining, planning and delivering the Insights and Engagement activity required to support the business delivery of the CCG and the ICS. This includes commissioning, financial recovery and transformation activities.
* The post is also responsible for ensuring that the CCG and the ICS are fully compliant with all statutory requirements for the involvement of patients in service design.
* The role will also be responsible for providing professional advice, expertise and leadership on all aspects of engagement, maximising the opportunities to promote the work of the CCG and ICS and uphold its brands and reputation.
* The role holder will also be the ‘centre of excellence’ for insight for the CCG and the ICS, drawing on external insights and internally generated information to offer a rich understanding of what our patients and the public want to see from their health and care service.
* The role holder will lead a team of Engagement experts, offering professional leadership, strategic direction setting, workload allocation and quality control of outputs.
* The post is also part of the leadership team for the whole Communications and Engagement function and so is required to contribute to ensuring that Engagement activities are joined up with and complementary to the Communications activities undertaken.

**Skills:**The post holder is expected to possess the following skills;* Strong understanding of insights and engagement theory and practical application.
* Ability to analyse and interpret complex national guidance relating to engagement and developing appropriate CCG policies, strategies and plans.
* Understanding of the wider health service engagement 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 implications and opportunities.
* Ability 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 engagement approaches.
* Ability to collate qualitative and quantitative information and produce meaningful analysis of information to support decision making
* Ability to synthesise external sources of insight (think tanks, market research agencies, other reports) and bring them to bear for the engagement needs of the CCG and ICS
* Develop long-term engagement strategies, involving uncertainty, with impact across the organisation or multiple organisations.
* Skilled at recruiting, managing, motivating, developing and leading teams including holding to account and performance managing under performance.
* Training to relevant degree level or equivalent.
* Strong keyboard skills to produce well-written copy and presentations as needed, including for senior leaders to give to politicians and external stakeholders

**Responsibilities:** The post holder will be required to;* Lead and line manage a team of engagement professionals, including enabling their professional development. This also includes responsibility for supporting appraisals, development of staff, recruitment and where necessary processes such as grievance and disciplinary matters
* Manage the workload of the reporting team and hold to account for delivery of the required outputs – both to time and quality.
* Manage a small (<£50k) non-pay budget ensuring that value for money is achieved and high quality outputs are secured for the use of that budget.
* Deliver on the CCG’s statutory requirements for public involvement in service design (the duties under Section 14Z2(2) of the NHS Act 2006 as amended by the Health and Social Care Act 2012) and public consultation as required.
* Deliver any formal public engagement/consultations for proposed service change or service reconfigurations in line with national best practice and statutory requirements (as defined in the Local Authority (Public Health, Health and Wellbeing Boards and Health Scrutiny) Regulations 2013).
* Lead on the CCG’s response to the IAF (or other assessment framework as may be put in place in the future) returns for public involvement
* Lead on the CCG’s requirement to involve patients in service redesign and financial recovery actions (QIPP)
* Monitor and champion external sources of insights and synthesise with internally generated information to be ready to answer key questions on how we should steer the strategic commissioning direction of the CCG and the transformation activities of the ICS
* Skilfully collate qualitative and quantitative information and produce meaningful analysis of information to support decision making.
* Provide and receive complex information to and from patients and members of the public, including hard-to-reach / seldom-heard groups, in order to ensure the effective use of mechanisms for obtaining feedback on local health services, taking into account barriers to understanding.
* Manage the Patient and Public Engagement Committees for the CCG ensuring that the membership is representative of the populations it serves and that the work of the Committees are both coordinated with each other and in concert with the Governing Body’s workplan.
* Support the work of the patient involvement groups for the ICPs and ensure that they are coordinated with the other standing committees and groups within the relevant geography and overall for the ICS, including managing the ICS’s Partnership Forum.
* Deliver an annual calendar and schedule of strategic engagement activities, ensuring that business requirements of the CCG and the ICS are met, identifying interdependencies across projects/functions, resource requirements and building in contingency and adjustments as necessary.
* Actively build and maintain networks and relationships with community and population groups across the geography in order to support ongoing two-way engagement with patients.
* Maintain and use a full stakeholder map, in conjunction with the Head of Communications, to ensure that our external messaging is reaching the right audiences and we are hearing their views.
* Own the relationship between the CCG and the ICS with Healthwatch and also the Health Scrutiny Committees at the Local Authorities.
* Lead the engagement work in a digital-first way, reflecting the fact that our populations are increasingly living their lives online whilst also respecting the fact that some groups will not be accessible in that way.
* Ensure that best practice for engagement is followed at organisational and departmental levels. Challenge ways of working and persuade, motivate and influence other senior managers to realign their practice where necessary.
* Advise on innovative engagement methods and support all departments in their strategies and programmes to maximise service benefits.
* Develop tools and information resources to undertake patient and public involvement activities in new and efficient ways.
* Determine short, medium and long term business plans, focussed on achieving quality outcomes.
* Support the successful delivery of the public ICS Board meetings including ensuring that the public papers are of appropriate quality.
* Undertake Relationship Management activities with allocated internal customers across the CCG (including the QIPP PMO) and the ICS to ensure that their requirements for Engagement are reflected in the team’s workload
* Lead team members where appropriate to undertake Relationship Management activities including coaching and supporting them through that process.
* Develop and maintain strong relationships with peer Communications professionals from across the system, including but not exhaustively: acute trust, community trust, local authority, ambulance trust.
* Work collaboratively with the Head of Communications within the overall team to both lead the team as part of a management group and also to ensure that Communications and Engagement activities are joined up.
* In partnership with the Head of Communications, work to raise awareness of the opportunities for the public to be involved in the planning and evaluation of health services.
* Review and evaluate the work of the team to plan and improve for the future

**Freedom to Act:**The post holder will;* Operate with significant autonomy for the planning and delivery of engagement activity
* Be guided by local and national policies and best practice but establish the appropriate interpretation for the circumstances at hand.
* Be responsible for the day-to-day delivery of engagement activities for the organisations with limited oversight from the Director of Communications and Engagement.
* Plan and monitor own priorities and manage the workload of the engagement colleagues in order to achieve pre-agreed/external objectives and performance targets.

**Effort and Environmental Factors:**The role requires;* Light physical effort, mainly desk based with limited public meetings requiring standing.
* High mental effort with frequent concentration and an unpredictable work pattern. Includes high level of concentration required for drafting engagement materials, publications, researching articles and providing engagement advice
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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 where opinions differ or there is no obvious solution |
| Ability to influence and provide strategic engagement advice to senior staff including chief executives, commissioners, leaders and politicians. |
| Ability to communicate effectively – ability to speak confidently, persuasively and articulately with, and write effectively for, a range of audiences on a range of issues |
| Evidence of planning and delivering programme and projects and services on time |
| Experience of managing staff  |
| Motivational skills required to inspire and motivate and lead a large group of people |
| Ability to analyse complex issues and problems locally, regionally and nationally, identify their potential impact and develop innovative and pragmatic solutions. |
| Ability to work and deliver in a matrix arrangement, with a number of senior leaders, and still deliver for each. |
| Ability to manage time effectively, prioritising work and managing conflicting demands and distractions to meet deadlines. |
| Ability to work without supervision, providing specialist advice to CCG and ICS customers |
| Excellent organisational skills |
| Will consider the most effective way to promote equality of opportunity and good working relationships in employment and service delivery and has the ability to take actions which support and promote this agenda |
| Previously responsible for a budget, involved in budget setting and working knowledge of financial process |
| Knowledge |
| In depth knowledge and detailed understanding of national policy and legislation relating to Patient and Public Involvement agenda and communications. |
| Highly specialist knowledge, underpinned by theory and experience of engagement, consultation law, other appropriate legislation and communication theory |
| In depth knowledge of PPI practices, ability to apply and modify the application to suit any given involvement situation |
| Ability to gather and interpret a wide variety of patient/carer and public views and gain consensus for taking developments forward. |
| Significant knowledge of team leadership theory and practice |
| Significant understanding of the role digital channels play in reaching communities and populations and experience of using it to further engagement objectives. |
| Extensive up to date knowledge and deep understanding of NHS and Social Care policy, legislation and scrutiny |
| Ability to demonstrate a thorough understanding of NHS structures and current issues  |
| Understanding of statutory requirements for engagement in the NHS and the legal framework around formal consultation  |
| Working knowledge of Freedom of Information Act. |
| Extensive knowledge of project management principles, techniques and tools. |
| Working knowledge of the political and electoral processes (local and national) including of the restrictions around the “pre-election period” |
| Experience |
| Significant experience working in this highly specialist area |
| Significant experience in an engagement role. |
| Proven experience of developing, implementing and evaluating engagement strategies at a senior level in a complex organisation and at system level. Evidence that these have changed stakeholder perceptions. |
| Extensive experience of working with patient and public involvement groups |
| Experience of devising and implementing effective engagement strategies |
| Significant experience of creating and giving presentations to highly challenging senior groups (Board level) of internal and external stakeholders |
| Significant experience of successfully operating in a politically sensitive environment where highly developed influencing and communication skills are required. |
| Experience and ability to present controversial information to potentially hostile audiences including politicians and journalists, and remain calm and persuasive. |
| Experience of leading a specialist team of engagement professionals in a complex system of more than one organisation, and across disperse geographical areas. |
| Demonstrated experience of operating in a managerial capacity in an NHS environment often with conflicting priorities. |
| Demonstrated capability to plan over short, medium and long-term timeframes and adjust plans and resource requirements accordingly. |
| Experience of drafting complex briefing papers and correspondence for senior managers / board members. |
| Experience of using social media to communicate with internal and external audiences |
| Experience of monitoring budgets and business planning processes. |
| Experience of working within the NHS and public sector, and across organisational boundaries ensuring compliance with statutory duties  |
| Experience and understanding of evaluating and measuring and reporting on performance drawing on complex information from a variety of sources.  |
| Experience of managing risks and reporting |
| Detailed knowledge of maintaining confidentiality and implementing data protection legislation requirements including information governance  |
| Demonstrated experience of co-ordinating programmes in complex and challenging environments |
| Qualifications |
| Educated to degree level or equivalent level of experience of working at a senior level in specialist area.  |
| Specialist engagement 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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