

PERSON SPECIFICATION

Communications Manager

Requirements

| | ESSENTIAL | A/I/T* | DESIRABLE | A/I/T* |
|---|---|--------|---|--------|
| Qualifications/ Education | <ul style="list-style-type: none"> Educated to Degree level (or equivalent experience) Evidence of continued learning/development Excellent IT skills Masters or equivalent experience | A | Project Management Qualification | |
| Professional/ Statutory Registration | <ul style="list-style-type: none"> | | Member of the Chartered Institute of Public Relations or the Association of Healthcare Communications and Marketing | |
| Previous experience | <ul style="list-style-type: none"> Substantial communications/public relations experience Demonstrable experience of developing and implementing story and campaign ideas Experience of publishing, including overseeing complex design and print Experience within a complex organisation Management experience within a large, high profile and complex organisation, including 24/7 crisis and issues management Significant influencing and persuasion skills Proven experience of creating opportunities and working collaboratively with internal and external partners Experience of leading and managing staff Experience of managing a budget Experience of working with colleagues in charity and fundraising roles | A | Experience of working in the NHS | A |
| Skills/Knowledge / Ability | <ul style="list-style-type: none"> Ability to command the confidence of colleagues, staff, Trust Directors and Board members | A | <ul style="list-style-type: none"> Working with and organising events and | A |

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| | <ul style="list-style-type: none"> • A good understanding of the NHS and the changing environment • Portfolio of publications production and publishing • Evidence of ability to deliver against targets • Engagement with stakeholders to understand requirements • Ability to manage and deliver to deadlines within resources • Politically astute with proven track record of developing networks • Able to deputise for the Senior Media Manager and Head of Media and Corporate Communications • Ability to plan and prioritise work programmes in the face of competing demands • Excellent written and oral communication skills • Excellent numerical, verbal and critical reasoning • Experience of dealing positively with organisational politics • Effective negotiation and influencing skills • Knowledge of Contensis or similar content management system | | <p>visits involving CEOs, Chairs, Boards, Politicians, Government Departments and VIPs</p> <ul style="list-style-type: none"> • Understanding of the current health policy developments | |
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A=application

I=interview

T=Test/ assessment centre