

NHS Midlands and Lancashire Commissioning Support Unit – Job Description Communications & Engagement Manager, Band 7 (0.5 WTE)



Who we are and what we offer

NHS Midlands and Lancashire Commissioning Support Unit (MLCSU) is part of the NHS family, both 'of' and 'for' the NHS and are pivotal in supporting major improvements in health and wellbeing for organisations across our partner Integrated Care Systems (ICSs) and their populations. We are integral to the healthcare systems we work in partnership with, and our philosophy is to face every new challenge and opportunity together with our partners.

Our mission is to be a great place to work, to be great people to work with, striving to be better tomorrow than we are today.



Our values

We live and work in line with our organisational values. They underpin who we are and how we build relationships both within our organisation, and with our clients, partners and the patients we serve.

We strive to achieve excellence in everything that we do, where everyone matters: our patients, our clients and you.

Our success is based upon the quality and skills of our staff. We put in a lot of effort to ensure they are happy, fulfilled, supported, and valued for their contributions to the overall aims and we are also focused on reducing our carbon footprint and delivering our services sustainably.



How we work

At MLCSU we embrace a flexible and agile working style that balances the needs of you as an individual, the team and our services. Your formal base will be Sandwell Council House NHS Midlands and Lancashire 3rd Floor Freeth Street Oldbury West Midlands B69 3DE.



A day in the life of a Communication and Engagement Manager

This post provides flexible communications and engagement support to identified programmes of work. The post holder will have a wide range of communications and engagement skills and experience and be able to work in a flexible way to deliver day to day communication and engagement services as part of a programme team.

The post holder will also take on a lead role for the delivery of agreed programme communications assignments and join flexible teams as required to deliver associated communications projects.

As a Communications and Engagement Manager, you will:

- Support the client/team with the implementation of the communications strategy and delivery plan.
- Provide support and advice to clients in all aspects of communications and engagement on areas as defined by the project/programme scope.
- Maintain a proactive relationship with key influencers associated with the programme of work such as local health overview and scrutiny committees and patient representative groups that exist within communities served by the client.
- Work with steering groups and project teams to develop, plan and implement communications plans for. To also, produce written reports, where required.
- Planning and managing external stakeholder communications with appropriate bodies, including the local media, Local Authorities, Clinical Commissioning Groups, NHS Improvement, Department of Health, local MPs as necessary.
- Contribute to communications and engagement programmes, taking a lead for identified areas where agreed.
- Provide coordination of and participate in relevant internal and external working groups and provide project advice, information and analytical advice and expertise where requested. To also where required, support the collation of proposals, in response to tenders.
- Provide relevant and timely specialist advice and guidance in relation to key areas of communications and engagement.

- Work with members of the team to investigate the causes of any variance from target/plan and proactively contribute to the implementation of solutions.
- Management of a risk and issues tracking mechanism and its proactive resolution and escalation processes.
- Working with and managing staff in a 'matrix' way across a range of organisations as deemed necessary.

Due to the nature of the role the key responsibilities, outcomes and deliverables will be defined at the beginning of an assignment and the post holder will be expected to work to 'project management' principles.



Key relationships

Internal

- Work in a matrix management system reporting into specific programme managers for daily delivery.
- Participate in relevant internal and external working groups/projects/team meetings.
- Liaise with the other at scale teams and managers to share best practice.

External

- Maintain constructive relationships with external programme teams, relevant NHS Trusts, other public body organisations and academic organisations.
- Develop and maintain relationships with third party, charity and voluntary sector organisations.
- Develop and maintain relationships with the under-served communities.



Opportunities for personal development and learning

MLCSU recognise that you deserve to develop your unique skill set. We encourage our staff to adopt a culture of learning to continually evolve and develop the organisation.

NHS Midlands and Lancashire Commissioning Support Unit – Person Specification

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Each quality will be assessed in your application form (A), interview (I), test (T) or certificate (C).

Essential		Desirable	How this will be assessed
Your experience	<ul style="list-style-type: none"> Demonstrated experience of co-ordinating projects in complex and challenging environments within a communication and engagement function 		A/I
		<ul style="list-style-type: none"> Significant experience of successfully operating in a politically sensitive environment 	A/I
		<ul style="list-style-type: none"> Experience of managing risks and reporting 	A/I
		<ul style="list-style-type: none"> Experience of drafting briefing papers and correspondence at senior management level 	A/I
		<ul style="list-style-type: none"> Experience of monitoring budgets and business planning processes 	A/C
		<ul style="list-style-type: none"> Understanding of the public sector 	A/I

		<ul style="list-style-type: none"> • Demonstrated experience in a health and/or social care environment 	A/I
		<ul style="list-style-type: none"> • Comprehensive knowledge of project principles, techniques and tools, such as Prince 2 Foundation and Microsoft Project 	A/I
Your qualifications	<ul style="list-style-type: none"> • Educated to degree level in relevant subject or equivalent level qualification or significant experience of working in communications and engagement 	<ul style="list-style-type: none"> • Post-graduate degree in Management Studies or equivalent • Evidence of continued professional development relating to communications and engagement 	A/C A/I A/I
Your skills, knowledge and competencies	<ul style="list-style-type: none"> • Ability to prepare and produce concise yet insightful communications for dissemination to a broad range of stakeholders and a broad range of stakeholders and experience of creating and giving presentations to a varied group of internal and external stakeholders 	<ul style="list-style-type: none"> • Experience of managing a team • Demonstrated capability to plan over short, medium and long-term timeframes and adjust plans and resource requirements accordingly 	A/I A/I A/I

