



OUR PURPOSE

To be a collaborative, innovative and inclusive learning organisation that provides high quality education, training, workforce development, workforce data and technology for Scotland's health and social care workforce.



OUR VISION

Supporting better rights-based quality care and outcomes for every person in Scotland through a skilled, capable and resilient health and social care workforce.

Communications and marketing business partner – Digital Front Door

NES Technology Service Directorate

NHS Education for Scotland (NES)

2025

Location: Flexible

Grade: Agenda for Change Band 6

Salary: £41,608 - £50,702 per annum

Job Status: Full Time, 37 hours per week - As from 1/4/26, the Agenda for Change full-time working week will be reducing from 37 to 36 hours per week. Part time hours will be reduced pro-rata. However, there will be a corresponding increase in the hourly rate so that pay will not be affected.

Duration: Fixed Term until 31/03/2027

NHS Education for Scotland is committed to creating a diverse and inclusive environment for all employees and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment regardless of age,

disability, gender identity, marital status, race, faith or belief, sexual orientation, socioeconomic background, and whether you're pregnant or on family leave.

Candidate Brief

About the Directorate

NHS Education for Scotland (NES) plays a critical role in supporting the health and care sector to have the right people, in the right place at the right time through education, training and workforce development. People are the lifeblood of the NHS and social care; NES is right at the heart of ensuring a future supply. We're also central to delivering digital solutions which enable improvement in service to Scottish citizens and support our workforce to deliver it. Our organisation is full of talented, committed, specialists across health and care disciplines, backed up by excellent support functions. We are highly collegiate, innovative and delivery focussed.

NHS Education for Scotland (NES) is the national health board with statutory responsibilities to effect sustainable change through workforce development, education and training across the health and social care system in Scotland, while working at UK level with partner organisations.

The function of NES Technology Service is to develop and lead programmes of work and services that support both the corporate functions that allow NES to work and deliver its strategic objectives and to deliver against Scotland's Digital Health and Care Strategy, Data Strategy and other key Health and Care strategies.

NES Technology Service (NTS) has been formed with the specific objective of consolidating NES' information-based expertise into a professional, focused centre for information and technical excellence.

It has created a strategic programme for the transformation of digital based services to allow NES to continue to be a leading digital organisation in Scottish Health and Social Care, digital by default and fully aligned with the Scottish Government's data and technology strategies.

These responsibilities relate to the core functions of NES in the following areas:

- Design, development, and operation of a technical environment and commensurate digital services to all NHS Scotland, Scottish Government and Care Sector stakeholders
- Support and development of fit for purpose technology systems and services to allow delivery of national strategic outcomes
- Communication, support, and leadership in all digital and technology

disciplines

- Impact assessment of new technology services and systems
- Research and development as appropriate

Our Technology

We are in the business of providing safe, secure and innovative technology products and services that aim to improve outcomes across education, training, workforce, health and care in the public sector in Scotland. Using modern cloud-based technology we deliver sustainable products and services for the future. Data plays an integral part of everything NTS does, and in supporting NES to be an intelligence-led organisation.

About the Role

We are looking for a communications and marketing business partner to join the Digital Front Door programme.

The Digital Front Door (DFD) programme is a Scottish Government-sponsored major transformation initiative to provide multi-channel digital access to data, information and health and social care services for all people in Scotland.

NES is leading the DFD programme as technology delivery partner. To help us tell the story of DFD, NTS is seeking a highly skilled and motivated communications and marketing business partner with graphic design skills for the communications and engagement workstream within DFD. This person will play a crucial role in the team, supporting the head of communications and the wider programme to deliver expert communications and marketing activity and resources at both national and local level.

The communications workstream touches every aspect of the DFD programme so you will never be bored. You will be managing enquiries; generating and writing stories and case studies; creating engaging multimedia content for our digital channels; running campaigns; publicising innovation; managing events and liaising daily with stakeholders from Scottish Government to health boards and local authorities.

The postholder will liaise closely with national, regional and local communications colleagues across Scotland to define and shape the content of the communications toolkit and associated marketing materials, ensuring they align strategically with national as well as regional corporate messaging.

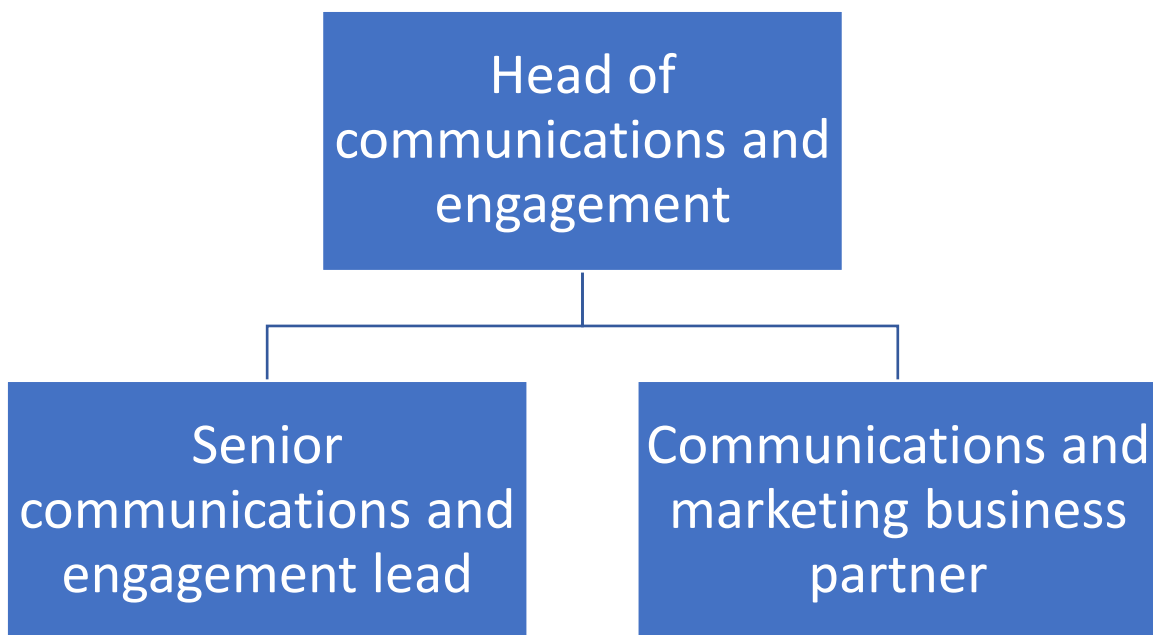
The postholder's role in this field will be to ensure the high standard that NES Technology works to, and that the Scottish Government expect us to deliver.

This post involves leading and planning communications and marketing activities across the DFD programme

Key tasks will include but will not be limited to:

- Develop, deliver, and evaluate strategic communications and marketing activities for the DFD programme
- Lead the scoping, testing, development and delivery of a suite of marketing and communications assets to support the rollout of DFD to members of the public across Scotland
- Manage and deliver DFD's social media activity, in collaboration with team colleagues as appropriate
- Create compelling graphic design assets such as animations, infographics and short videos for multichannel use, to bring the DFD story to life
- Adhere to and promote the DFD visual identity and ensure all resources meet accessibility requirements
- Provide account management and specialist advice on audience, products and channels to plan and deliver integrated communications and marketing projects (such as campaigns and events)
- Use insight, synthesise data and evidence to drive positive behaviour change that informs and motivates people via creative approaches to communications and marketing
- Create compelling content that highlights DFD's initiatives, impact and the value of its work
- Seek and maximise opportunities to promote, position and protect NES and the organisation's reputation
- Provide on the ground communications and marketing advice and expertise to develop, deliver and evaluate a range of planned and highly visible activities to build greater public awareness of the work that DFD is leading across Scotland
- Work in partnership with other key DFD workstreams and teams, the Scottish Government and other national bodies to deliver effective communications and marketing strategies that work
- You are a highly motivated, organised professional with excellent stakeholder engagement and interpersonal skills. You have an eye for detail and are solutions orientated.

Team Structure



Applying for the role

Complete the Assessment section of the online application form by referring to the Person Specification and NES Leadership Behaviours** below.

- Complete Question 1 ('Why do you think you are suitable for this role?') by explaining how you meet the criteria in the Person Specification.
- Complete Question 2 ('Why do you want to work for the NHS?') by showing how your own values are aligned with each of the five NES Leadership Behaviours**.

Person Specification

Essential Criteria

These attributes are required for the role. Applicants who do not demonstrate the essential requirements in their application will normally not be considered.

Desirable Criteria

These attributes would be useful for the role. When shortlisting candidates, these criteria will be considered when more than one applicant meets the essential criteria.

| Factor | Essential | Desirable |
|---|--|---|
| <p>Education and professional qualifications</p> | | <ul style="list-style-type: none"> • Bachelors/Ordinary Degree/Graduate Diploma level qualification with related in-depth experience or • SCQF Level 9 equivalence obtained via Professional Development Awards; Graduate Apprenticeships; and SVQs |
| <p>Experience</p> | <ul style="list-style-type: none"> • Proven track record in the successful design, delivery and on-going support of digital and printed resources • Significant experience of creation and delivery of marketing campaigns • Extensive experience working in a communications or marketing role with graphic design requirements • Experience working within corporate brand guidelines • Knowledge of current accessibility standards • Ability to create animations and edit video using Adobe Creative Cloud Applications • Experience of communicating and influencing across teams | <ul style="list-style-type: none"> • Experience of complex environments where the parameters of the job are not necessarily clearly defined • Experienced in Agile Methodologies • Experience of working within a Health, Social Care or educational environment • Experience of working flexibly in complex/sensitive environments where the parameters of the job are not necessarily clearly defined |

| Factor | Essential | Desirable |
|--|---|--|
| | <p>and of giving presentations at local / national levels</p> <ul style="list-style-type: none"> • Experienced in working across complex systems landscape with multiple stakeholders • Experience of working both independently and as part of a team, whilst balancing a range of competing priorities • Experience of facilitating and/or leading team meetings, webinars, events and/or conferences online • Experience of working within project management environments, planning and organising a variety of tasks, including involvement in multiple projects and programmes of work • Experience communicating complex, confidential and often sensitive information with a range of staff across the organisation and with external stakeholders (both verbally and in writing) • Ability to work with minimal supervision; to plan and prioritise own workloads, and that of your team; and to meet deadlines • Flexible approach to learning and problem solving • Commitment to own personal and professional development, and that of your team | <ul style="list-style-type: none"> • Expertise in accessing, analysing and presenting a wide range of complex information to a range of audiences |
| <p>Specific skills, knowledge, and training</p> | <ul style="list-style-type: none"> • Knowledge of best practice communications and marketing tools and techniques and how to apply these to a public-facing initiative under high scrutiny | <ul style="list-style-type: none"> • Knowledge of public facing digital services and how to market and communicate these succinctly to the public |

| Factor | Essential | Desirable |
|---------------|--|---|
| | <ul style="list-style-type: none"> • Excellent relationship building skills and interpersonal skills with proven ability to work collaboratively • The confidence and presence to operate at a senior level and to engage senior stakeholders across Scottish Government, health boards, care sector and other partner organisations • Ability to work under pressure and at pace, in a constantly changing environment • Disciplined and able to define and prioritise what's most important and how to achieve that in the most efficient and effective way • Ability to work to own initiative to organise and prioritise own workload, and that of others to meet strict deadlines • High level of graphic design skills, including image creation and manipulation, page layout, knowledge of colour theory, visual hierarchy and use of typography • Advanced knowledge of the Adobe Creative Cloud Applications including InDesign, Illustrator and Photoshop • Accurate and keen eye for detail • Ability to summarise complex issues in concise and easily understood fashion • Highly developed customer service skills, with a helpful, flexible attitude • Ability to communicate constructive feedback to colleagues and clients | <ul style="list-style-type: none"> • Ability to proactively manage and action a broad range of complex enquiries; including delegation/ allocation of work and ensuring follow up action is taken • Sound understanding of the application of GDPR to the storage and use of personal information and data privacy • Knowledge and understanding of the wider combined health and social care system |

| Factor | Essential | Desirable |
|--------|--|-----------|
| | <ul style="list-style-type: none"> • Highly effective communicator (written and verbal) with the ability to understand the audience and adapt communication style accordingly • Ability to respond to confidential and sensitive situations with confidence and discretion, utilising tact, diplomacy, and persuasion skills when necessary • Ability to collate and produce reports and statistical information • Line management skills and experience including coaching and/or mentoring of team members • Proven expertise in using Microsoft 365, in particular Teams, Word, Excel, PowerPoint and SharePoint • Fast and accurate keyboard skills • Ability to meet the travel requirements of the post • Values driven approach to practice, aligned with core NHS & NES values** | |

NES Leadership Behaviours**

The five NES Leadership Behaviours describe how we work at NES, and how we want colleagues to behave, whatever their role:

Inspiring

- Passionate about our purpose and about excellence
- Communicating with enthusiasm
- Innovative and learning from success as well as setbacks

Empowering

- Giving our colleagues space and authority to deliver outcomes
- Investing in learning and development
- Being approachable and open to constructive challenge

Adaptive

- Responding flexibly to changing requirements and helping others to do the same
- Recognising that required expertise may not always sit at the top of the hierarchy
- Actively encourage innovative ideas/input from all levels

Collaborative

- Committed to working together and across professional, clinical, and organisational boundaries internally and externally to achieve our objectives
- Sharing knowledge and skill for the benefit of the organisation as a whole
- Seeking feedback from colleagues to ensure quality

Engaged and Engaging

- Committed to our values, agreed ways of working and our strategic and operational direction
- Visible to our stakeholders and to our teams
- Straightforward and honest in our communications