

JOB DESCRIPTION

1. JOB IDENTIFICATION

Job Title: Team Leader Communications, Engagement and Participation

Responsible to: Service Manager Communications and Engagement

Department(s): Strategic Planning

Directorate: Edinburgh Health and Social Care Partnership

Job Reference: L-EHSCP-IJB-SP-TLCEP

No of Job Holders: 1 WTE

Last Update:

2. JOB PURPOSE

Responsible for leading and managing the Council and NHS communications, engagement and participation team.

Work closely with other team leaders and managers in the Strategic Planning Directorate, managers and clinicians in Partnership services and in the Council and NHS as well as with external stakeholders such the Scottish Government in order to provide the most effective communications, engagement and participation functions.

Responsible for ensuring the team provides effective internal and external communications, engagement and participation that support and promote the Partnership's image and strategy, that there is an effective staff and stakeholder and public engagement programme to gather input to influence Partnership strategies and that external enquiries and media interest is effectively responded to.

3. DIMENSIONS

The Communications and Engagement Team leads on a broad range of internal and external communications and engagement programmes of work across all services delivered by EHSCP.

c 6,500 EHSCP Staff (Locality/Hosted services).

c 2,500 Independent contractors (GPs, dentists, opticians, community pharmacists and their staff).
voluntary and independent services across Edinburgh.

Staffing Responsibility:

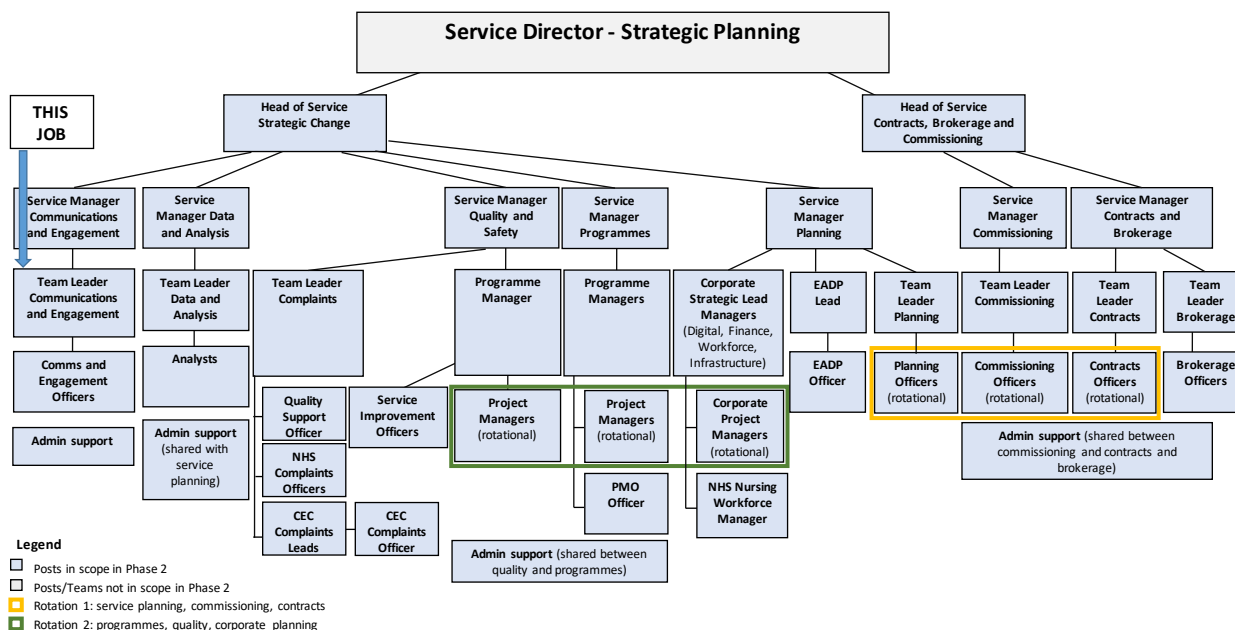
The post holder will have day to day management responsibility for 4 staff, both CEC and NHS employed at NHS Band 6 and Council Grade 7.

Financial Responsibility:

The post holder will have responsibility for a delegated staffing budget – c £200,000.

4. ORGANISATIONAL POSITION

Proposed Strategic Planning Directorate structure – management lines



5. ROLE OF DEPARTMENT

The role of the Communications and Engagement Team is to develop and deliver an external and internal communications programme to support the Partnership's strategies and image. To develop and deliver a public, stakeholder and staff engagement programme to influence development of Partnership strategies and manage consultation processes. To manage the process of responding to external and media enquiries to ensure that responses are provided and that these support the Partnership's position and image.

The Communications and Engagement Team comprises of a team led by the Service Manager and Head of Service to oversee communications and engagement activities across the partnership and to support managers to effectively deliver communications in their areas of service.

In order to support this work effectively, close links and regular communication is required with the teams managing communications and engagement in NHS, Council and Scottish Government and other stakeholders e.g. Police Scotland.

6. KEY RESULT AREAS

1. Provide leadership, support and supervision to team members. Responsible for leading and operational management of the team in order to meet demand, manage risk and operate in ways that are consistent with statutory duties and NHS and council policy and procedure. This includes appropriate allocation of workload to team members, managing performance issues and any disciplinary issues.

2. To manage colleagues within the policies and procedures of the Council and NHS including day to day management responsibility of staff e.g. initial stages of grievance and discipline; appraisal, acting as an appointment panel member; ensuring that appropriate training is delivered to staff; reviewing work performance and progress; work allocation and checking. Promptly advising the service manager regarding any issues which may require to be considered in relation to disciplinary procedure, absence management, fair treatment and grievance.
3. Responsible for managing the delegated staffing budget to remain within the resources available.
4. The postholder will be a key member of the management team for the Communications and Engagement function taking responsibility for day to day communication, engagement and participation activities, ensuring enquiries are responded to quickly and appropriately and that these activities support Partnership strategies and image.
5. To work closely with colleagues in Council and NHS communications and engagement teams to ensure implementation of appropriate systems in the team, including internal systems for recording and tracking activity and systems to interface with the teams in Council and NHS e.g. ensuring that enquiries that cover more than one service area are effectively responded to.
6. Responsible for ensuring the quality of responses drafted by the team to media and public enquiries before sign off by the appropriate senior manager, ensuring the involvement of operational and professional leads as required, supporting the communications, engagement and participation team to ensure appropriate and timely investigation of enquiries and in responding to media and public enquirers.
7. Directly approve responses drafted by the team to complex and sensitive media and public enquiries and draft the most sensitive directly, before sign off by the appropriate senior manager, involving operational and professional leads as required. Escalate the most significant draft responses to the Service Manager for approval and ensure that communications teams in NHS and Council are involved as required.
8. Lead for the communications and engagement function on development of plans for continuously improving the communications and engagement function while ensuring consistency with wider council and NHS policies and procedures e.g. review of processes for handling enquiries, assessment of new technologies such as new software for creating content.
9. Work closely with the Complaints and Significant Adverse Events (SAE) team to identify any issues arising from media or public enquiries that should be managed through the complaints, members enquiries or SAE processes and any issues arising in the complaints, members enquiries and SAE process that might have media implications.
10. To provide advice and guidance to the Service manager and Head of Service in relation to any issues raised by media enquiries which might have wider implications e.g. enquiries relating to controversial IJB decisions or service changes.
11. To develop engagement activities with the public and stakeholders to enable input to key Partnership decisions and strategic and operational plans including development of tools and techniques for external engagement and maximising engagement with hard to reach communities.
12. Lead for the Communications, Engagement and Participation function on public participation through the Community Planning structure, overseeing public involvement in Community Planning to ensure a coherent programme that supports the Partnership's priorities.
13. To develop communications and engagement activities with staff in order to ensure that staff are well informed and have opportunities to contribute to The Partnership decision making including development of tools and techniques for internal engagement.

14. Work closely with NHS and Council communications, engagement and participation team leaders to ensure that activities are mutually supportive, that Partnership, NHS and Council priorities are delivered and efficiency of activities is maximised by reducing duplication of effort.
15. To provide regular summary reports as required to the Service Manager and Head of Service on communications and engagement issues, activities and themes to inform relevant decisions and planning actions using data from computer and manual systems.
16. To identify and develop information systems which effectively and efficiently gather data on communications and engagement activities for the purposes of performance monitoring and reporting e.g. collection of data on participation levels and visits to websites, creation of online questionnaires with automated data collection.
17. To prepare reports and audits on communications, engagement and participation issues, activities and themes and attend committees and management groups to present these eg Senior Management Team, Strategic Planning Group and IJB.
18. Responsible for the development of new, and review of existing processes to ensure they are robust and effective for managing all enquiries, make managerial decisions around complex enquiries including the identification of those that relate to complaints and patient safety and escalate these to ensure service user safety and mitigate risk in conjunction with the relevant clinical team.
19. To lead the development of integrated EHSCP policies and procedures for managing enquiries and communications, engagement and participation activities and make recommendations for new policies and procedures as necessary e.g. processes for logging and tracking enquiries, policies on engagement with external stakeholders.
20. To design and deliver training for colleagues in the Communications and Engagement Team and in operational services on media and public enquiries handling and procedures to ensure full understanding of processes.
21. Monitor and review the of handling all significant enquiries and use knowledge and expertise to assess the need to escalate to the appropriate level for investigation.
22. Identify any enquiries reported that may be subject to Duty of Candour and seek the decision from the designated senior clinical manager to activate the process and support staff through the process to report findings to the Executive Team.
23. To support NHS Lothian's values of quality, teamwork, care and compassion, dignity and respect, and openness, honesty and responsibility through the application of appropriate behaviours and attitudes.

7a. EQUIPMENT AND MACHINERY

The following are examples of equipment which will be used when undertaking the role:

PC and printers.

Laptop, data projector and overhead projector.

Office equipment including binder and photocopier.

Telephone and fax machine.

Note: New equipment may be introduced as the organisation and technology develops, however training will be provided.

7b. SYSTEMS

The following are examples of systems which will be used when undertaking the role:

Daily use of Microsoft Office Suite: Word, Excel, PowerPoint, Project, Outlook. Visio.

CEC and NHS risk management and incident reporting systems – Datix and SHE.

Regular use of the internet.

NHS/CEC staff management systems – SSTS/Mypeople/TURAS.

Systems to monitor expenses.

Performance management systems – Tableau.

Procurement Systems – PECOS and eProcurement.

Social Media Platforms e.g Facebook, Instagram.

Note: New systems may be introduced as the organisation and technology develops, however training will be provided.

8. ASSIGNMENT AND REVIEW OF WORK

The post holder is accountable to the Service Manager Communications and Engagement for all elements of the role.

Objectives are agreed with the Service Manger Communications and Engagement. Formal review of performance is undertaken annually, however informal reviews are held more frequently.

The post holder will have some autonomy to define and manage their workload within the overall objectives set by the Service Manager.

9. DECISIONS AND JUDGEMENTS

To work autonomously within the framework of NHS, Council and Partnership policies, exercising judgement to escalate the most complex and significant enquiries for oversight and resolution e.g. ensuring that the appropriate senior manager is aware of such enquiries and is able to decide on necessary action e.g. where an enquiry leads to significant concerns about safety or adverse events and this issue must be passed to the Quality and Safety Team.

To take decisions on allocating the resources of the team to changing priorities depending on workload and the significance of the issues involved e.g. allocating staff time to deal with urgent enquiries or communications, engagement and participation activities.

To use judgement and understanding to determine how to respond to enquiries and what level of information can be used in the public domain.

10. MOST CHALLENGING/DIFFICULT PARTS OF THE JOB

Responding to enquiries within short media timescales whilst also ensuring appropriateness of response, ensuring protection of Partnership image and maintaining confidentiality of staff and members of the public.

Ensuring that operational and clinical staff prioritise response to enquiries and that all aspects of an enquiry are addressed.

Overseeing and delivering programmes of communications, engagement and participation with staff and public ensuring input on sensitive and contentious issues whilst also supporting the Partnership's position and image.

Managing staff with two employers and different terms and conditions to achieve the same goals and standards.

11. COMMUNICATIONS AND RELATIONSHIPS

The postholder will frequently be managing communications with media organisations and the public and will have to balance openness and fullness of response with confidentiality requirements for staff and public. They will be required to summarise complex situations in a suitable format for media and public use.

The post holder is required to give presentations to varying size groups e.g. range from large public meetings during consultation events and small groups of staff for training and development. There will be a frequent need to chair meetings between the team, operational, clinical and external staff.

Internal

NHS Lothian and Council communication and engagement management staff - managing enquiries and engagement processes.

Operational managers - investigation of enquiries.

Professional leads - investigation of enquiries and advice on responses.

Clinical staff - investigation of enquiries and advice on responses.

Staff in other services in NHS and the Council – investigations into enquiries that involve services outside the Partnership.

External

Scottish Government communications team – enquiries that via Scottish Government.

Elected members – briefings on media and public enquiries.

Other NHS Boards and Councils – enquiries that involve other Board's or Council's services.

12 PHYSICAL, MENTAL, EMOTIONAL AND ENVIRONMENTAL DEMANDS OF THE JOB

Physical

Keyboard skills requiring speed and accuracy when using communications software e.g for designing publications, preparing presentations

Occasional setting up and taking down room set-ups for engagement events

Mental

High level of concentration to assess the detail of enquiries and to review and amend responses.

Subject to regular interruptions from staff and other managers relating to media and public enquiries and urgent communications activities.

Concentration when preparing and delivering formal and informal teaching sessions.

Emotional

Supporting staff working in challenging situations with limited timescales or resources.

Responding to members of the public who may be distressed and emotional and may be aggressive.

Balancing a varied and complex workload.

Managing various staff management issues including performance monitoring, disciplinary and promoting attendance.

Environmental

Spending long periods of time in front of a computer.

Regular travel to attend meetings within NHS Lothian area and occasionally further afield usually weekly

13 KNOWLEDGE, TRAINING AND EXPERIENCE REQUIRED TO DO THE JOB

Training/Education

Degree in a relevant area such as media, communications, marketing, business studies or evidence of equivalent experience.

Chartered Institute of Marketing (CIM) or Chartered Institute of Public Relations (CIPR) qualified or equivalent, relevant post-graduate certification or modules at SCQF level 11 (masters) in a communications-related subject or equivalent experience.

Skills and Experience

Experience of working in health and social care services.

Previous experience of working in communications, engagement and participation.

Excellent interpersonal and influencing skills with experience of managing change.

Experience of managing staff and budgets.

Excellent presentation skills.

Excellent organisational and time management skills.

Experience of standards, policies and procedure relating to communication, engagement and participation.

Team working and networking skills.

Experience of report writing, designing data collection tools/ questionnaires, producing and presenting presentations.

Advanced level of IT literacy including word processing, spreadsheets and presentation packages, content creation software.

14. JOB DESCRIPTION AGREEMENT

A separate job description will need to be signed off by each job holder to whom the job description applies.

Job Holder's Signature:

Date:

Head of Department Signature:

Date: