



## Communications and Engagement Manager

### 1. Workforce Directorate

NHS Education for Scotland (NES) is a Special Health Board whose mission is to contribute to the highest quality of healthcare throughout NHS Scotland by promoting best practice in the education and life-long learning of all staff.

The remit of the Workforce Directorate is to support the people infrastructure of NES and align to the Scottish Governments Everyone Matters: 20:20 Workforce Vision.

Educational solutions in support of the 20:20 Vision are delivered in collaboration with health boards, and in partnership with other colleagues across NHSScotland, Scottish Government Health & Social Care Directorates, Scotland's Colleges, Skills Development Scotland and other public sector agencies as appropriate to ensure that the education and training is informed by robust evidence.

The current 20:20 Workforce Priorities are defined within the NES Corporate Plan and our objective is to have a Capable, Sustainable, and Integrated Workforce; Effective Leadership and Management; and a Healthy Organisational Culture.

The Workforce Directorate works at national level and is key to the delivery of national priorities and the NES Strategic Framework. It has responsibility for:

- Both an internal and external service to support NHSScotland to gain the best value from the people who work within the NHSS.
- facilitating the implementation of the Scottish Government's Workforce Strategy Everyone Matters within NES
- a comprehensive People and Organisational Development strategy and service for the people who work for NES. This includes the provision of leadership and strategies for the Diversity, Workforce Planning, Staff Governance and Partnership Working agendas of NES.
- supporting with development of education and development policy and resources for NHSScotland Healthcare Support Workers (Estates & Facilities and Business & Administration staff) and supporting Scottish Government and NHSScotland Boards on the implementation of Scottish Government's Youth Employment Strategy.
- The Directorate is a key partner for Scottish Government in the delivery of its Talent, Leadership and Management and learning and development ambitions.
- a source of information, advice, educational solutions, and support to the wider NHS through links with Territorial Boards and the Scottish Government.

- a key role in facilitating a number of networks across the service that enables effective engagement in the development of education tools, resources and to advance both strategy and policy developments.
- Supporting the workforce of NES (to include trainees) and provides a comprehensive Human Resources service that includes learning and development, and strategic and operational leadership.
- Provides a comprehensive Human Resources and Organisational Development and Learning service to NES and externally to NHSScotland in the recruitment of medical and dental trainees and other vocational trainee groups.
- a range of organisational consultancy and training services to enable the organisation to lead itself effectively through significant organisational change; supporting the development of NES as a learning organisation, contributing towards the continuous performance improvement and development agenda of NES.
- support to the 20:20 priorities, and also provide strategic advice and guidance, and act as a centre of excellence to include the delivery of the human resources strategy for the NES Workforce.
- The Directorate also supports NES in all aspects of its Equality and Diversity responsibilities.

The Directorate aims to support NES with an exemplar level of service that complements Partnership Working, Employee Engagement, Staff Governance, Organisational Development, Recruitment & Selection, Job Evaluation, Appraisal, Performance Management, Policy Research, Development, Occupational Health & Safety, Training & Development, Employee Relations, Salary Administration and Occupational Health and Safety, Modern Apprenticeships, Organisational Change, Leadership and Development.

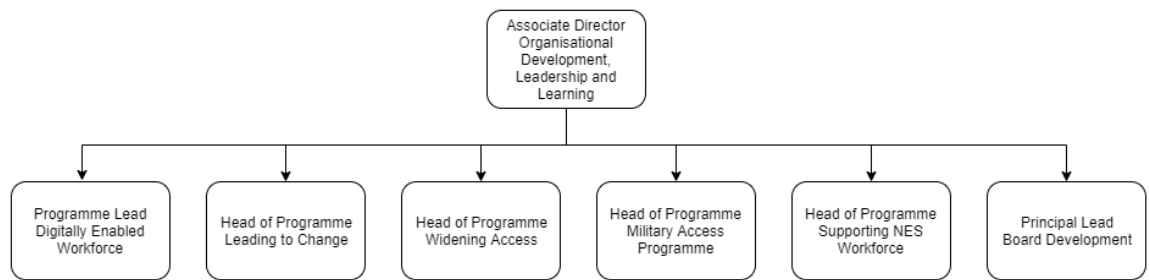
With an overall objective of providing educational solutions that enhance the workforce of the NHS Scotland.

Total Directorate staff (headcount circa 71)

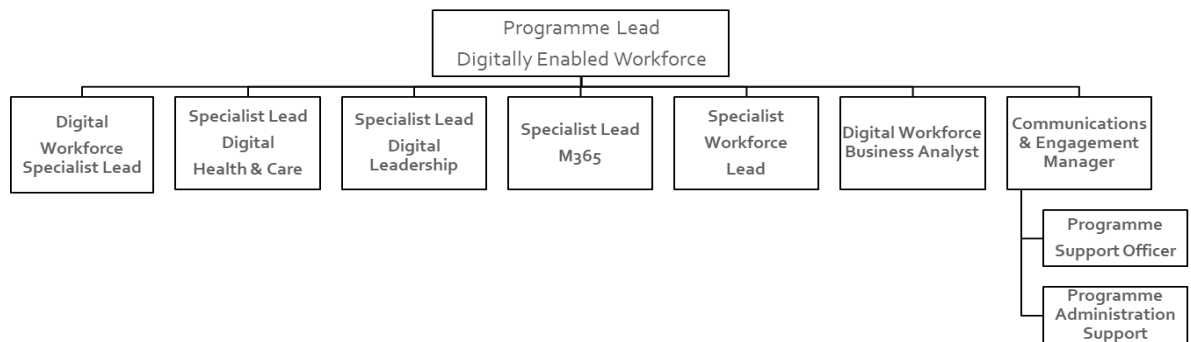
Total Directorate budget – circa £3.8 million

Total staff/trainees recruited (March 16) - 1104

## 2. Organisation Chart



### Digitally Enabled Workforce Team



### 1. Job Role

The success of digital transformation is entirely reliant on people knowing when, why, and how to use technology, systems, and data. Workplace digital and data skills comprise the knowledge and confidence needed to undertake everyday activities whilst realising the full potential of technology and data relevant to the person's role.

As the **Communications and Engagement Manager** you will join the Digitally Enabled Workforce Team (DEW) and have a direct impact on reaching our customers, stakeholders and learners through innovative, creative communications. You will lead on our communications strategy, evaluating the effectiveness of communications and identifying areas of development.

This exciting role requires a resilient individual who thinks strategically and understands how to adapt communications to the target audience. You will be the advocate of the Digitally Enabled Workforce Team, innovative and driven, thriving on solving difficult problems, with a natural ability to adjust to any situation. With strong attention to detail and written content, you will be exceptionally organised and an excellent communicator and influencer. You will understand communications in a digital age and will have the ability to design messaging for

a national workforce, demonstrating initiative and showing your creative flare in finding new ways of communicating across health and care.

You will oversee all internal and external communications in relation to developing digital and data skills across the Health and Social Care workforce. You will be pivotal to the team, leading the communication requirements in the delivery of the programme of work, including key stakeholder engagement across Health and Social Care.

Supporting the Digital Learning Specialists in the DEW team with tasks relating to the progress of projects and services which are delivered in partnership with multiple stakeholders within and out with NES. You will identify new innovative ways of managing programme administration tasks and you will lead the organisation, planning and delivery of events that are local, national and across the four nations, and include participation from international leaders connected to the programme of work.

## **2. Key Tasks**

Specific priority areas for Communications and Engagement Manager:

- Pivotal and fully accountable for creating and leading the management of the Communications Strategy and Plans for the Building Digital Skills and Leadership Programme, and related strategies that reach across the whole of the health and care sector in Scotland and across the four nations and internationally.
- In-depth understanding of the whole of the Health and Care sector, including the landscape and future challenges, and how communications need to be designed, tailored, adapted and targeted to the specific audiences being reached.
- Creating incredibly high-profile communications that represent NES, Scottish Government, the Building Digital Skills and Leadership Programme and Digitally Enabled Workforce Team, and stakeholder organisations.
- Influencing and proactively engaging with communication leaders in organisations across the sector.
- Leading the internal and external communications required for the success of the overall programme of work and Scottish Governments 'Enabling, Connection and Empowering: Care in the Digital Age' delivery plan and other future plans and strategies.
- Creating innovative communications and campaigns that enable and drive behavioural change in terms of how the Health and Care workforce across the sector utilise and engage with the Building Digital Skills and Leadership programme's resources.
- Leading the organisation, planning and delivery of Digital Skills and Leadership events that are local, national, and across the four nations, and include participation from international leaders connected to the programme of work.
- Spearheading, directing and inspiring the Specialist Leads in the Digitally Enabled Workforce Team and stakeholders on new and innovative ways of communicating that are evidenced by the growth of workforce participation in events, webinars, and other related activities.
- Liaising with our NES Corporate Communications Team and stakeholder organisations to co-ordinate communication activities for any overlap and to maximise publicity for the programme of work.
- Supporting the Digitally Enabled Workforce Team with developing creative digital learning resources and social media communications that are of exceptionally high quality.

- Monitoring and managing communications and the social media presence of the activities and initiatives taking place.
- Ability to maximise the use of all communication channels and the use of social media to build followers.
- Creating targeted communications that are engaging. Including finding innovative ways of reaching the whole of the workforce.
- Line Management of the Programme Officer and admin functions within the team to ensure that communications are planned, designed and delivered to an exceptionally high standard.
- Accountability for the overall programme being managed effectively by the Programme Support and Admin support functions of the team.



## BAND 7 Communications and Engagement Manager

**Essential Criteria** – these are attributes without which a candidate would not be able to undertake the full remit of the role. Applicants who do not clearly demonstrate in their application that they possess the essential requirements **will normally be** eliminated at the short listing stage.

**Desirable Criteria** – these are attributes which would be useful for the candidate to hold. When short listing, these criteria will be considered when more than one applicant meets the essential criteria.

**Means of Assessment** – please note that candidates invited for interview will be notified if there will be a requirement to undertake a test or presentation. These additional assessments may be used to judge one or more criteria within the factor.

Factors	Essential	Desirable	Means of Assessment
<b>NES Leadership Behaviours</b>	<ul style="list-style-type: none"> <li>Inspiring</li> <li>Empowering</li> <li>Adaptive</li> <li>Collaborative</li> <li>Engaged and Engaging</li> </ul>		Application and Interview
<b>Education and Professional Qualifications</b>	<ul style="list-style-type: none"> <li>Degree level qualification or equivalent experience</li> </ul>	<ul style="list-style-type: none"> <li>Relevant postgraduate qualification in a relevant discipline or equivalent experience</li> </ul>	Application & Pre-Employment checks
<b>Experience/Training (including research if appropriate)</b>	<ul style="list-style-type: none"> <li>Knowledge of the health and care sector</li> <li>Communications and engagement management</li> <li>Leadership and line management with the ability to coach and develop people</li> <li>Ability to create and deliver effective communication and engagement strategies</li> <li>Experienced user of Microsoft 365 applications and communications and design software</li> <li>Budget and cost centre management experience</li> <li>Experienced in project management and understanding of project</li> </ul>		Application & Interview

	terminology		
<b>Specific Skills and Knowledge</b>	<ul style="list-style-type: none"> <li>• Exceptionally organised, an excellent communicator and influencer</li> <li>• How to adapt communications to the target audience</li> <li>• Understand of communications in a digital age with the ability to design messaging for a national workforce across multiple organisations</li> <li>• Ability to maximise the use of all communication channels and social media</li> <li>• Experience of evaluating the effectiveness of communications</li> <li>• Ability to build relationships with stakeholders across multiple organisations</li> <li>• Highly effective writing skills including writing and editing reports for board meetings</li> </ul>		Application & Interview

# Leadership Behaviours

NHS Education for Scotland (NES) assesses and selects employees based on our leadership behaviours which are expected at all levels in the organisations. These leadership behaviours support the NES ways of working and NHS Scotland values.

These leadership behaviours describe how we work, and what is expected of everyone who works in NES. A number of methods may be used to assess these behaviours as part of our recruitment and selection processes. Our leadership behaviours are:





## CONDITIONS OF SERVICE

<b>TITLE:</b>	Communications and Engagement Manager	<b>LOCATION:</b>	Flexible- your Contractual NES Office location will be agreed upon appointment
<b>REPORTING TO:</b>	Programme Lead – Digitally Enabled Workforce		
<b>GRADE:</b>	Agenda for Change Band 7	<b>SALARY SCALE:</b>	£46,244 to £53,789 per annum
<b>HOURS AND DAYS OF WORK:</b>	Full time, 37.5 hours per week. Based on a normal working week of 37.5 hours. Office opening hours are 0700 to 1900		
<b>JOB STATUS:</b>	Permanent	<b>NOTICE PERIOD:</b>	4 weeks
<b>ANNUAL HOLIDAYS:</b>	27 days rising to 29 days after 5 years service, rising to 33 days after 10 years service		8 local/ Public Holidays per annum
<b>REHABILITATION OF OFFENDERS CLASSIFICATION:</b>	The ‘exemption’ status of posts within NES may change in the future and all successful candidates should be aware that they may be asked to obtain a further Disclosure from Disclosure Scotland at a later date, should a post’s status change, or if they are transferred or promoted into a post that is exempt.		

### SUPERANNUATION:

Please note under changes to workplace pension arrangements introduced by the UK Government, NHS Education for Scotland along with other employers requires to ensure all staff are automatically enrolled in a pension scheme. Consequently, all new starts from 1 October 2013 will be automatically enrolled into the NHS Superannuation Scheme (Scotland). Contributions are based on whole time pensionable earnings as set out in the table below. Your employer also contributes an amount equal to 20.9% of your pensionable pay into the scheme on your behalf.

Employee contribution rates 2021/2022		
Tier	Annual Pensionable Pay (Full Time Equivalent)	Contribution
1	Up to £21,614	5.2%
2	£21,615 to £25,981	5.8%
3	£25,982 to £32,914	7.3%
4	£32,915 to £66,017	9.5%
5	£66,018 to £92,423	12.7%
6	£92,424 to £123,147	13.7%
7	£123,148 and above	14.7%

Sessional workers who work more than 10 sessions per week under NHS condition may be unable to contribute further to the superannuation scheme.

***The conditions above are for information purposes only and may be subject to variation. They do not form the basis of a legal contract.***