##

## NHS GREATER GLASGOW& CLYDE

**JOB DESCRIPTION**

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| **1. JOB IDENTIFICATION** |
| **Job Title:** | **Information & Publications Manager**  |
| **Department(s):** | **Information Management Team,** **Public Health Directorate** |
| **Operating Division** | **NHSGGC Board** |
| **Job Reference number (coded):** |  |

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| **2.** **JOB PURPOSE**To lead on the provision of an accessible, innovative, responsive and proactive Information & Publications Service to health and local authority staff, voluntary sector and the public, across NHSGGC.  The post holder will ensure that the Information & Publications Service is aligned with NHSGGC Health Improvement Policy Framework and with other related NHSGGC Board strategies in particular support for public health networks across the health system and with current national and other policies.The post holder will be responsible for providing specialist advice on health education resources and public health information provision to appropriate key structures within the NHSGGC Board. The post holder will also play a key role in ensuring that all NHSGGC resources are produced in accordance with the Patient Information Management policy. There is a particular focus on widening access to public health information and resources for the public health & health improvement practitioner workforce and on to the public that contributes to improving health and addressing inequalities in health. |

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| **3.**  **ORGANISATIONAL POSITION****Information Management Team (5 staff)****Senior Public Health Information Analyst****Publications & Information Manager** **(This Post)****3 x Health Improvement Lead (Acute)****Public Health Programme Manager****Head of Health Improvement** |

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| **4.**  **SCOPE AND RANGE**This post sits within the Information Management Team in Health Improvement, a key function of the Public Health Directorate at NHSGGC Corporate HQ. Health Improvement are responsible for building capacity and supporting and developing an integrated public health workforce across the whole of the health board area.The Information & Publications Manager takes the key lead for the strategic and operational management, monitoring and development of area wide public health information services, acting as the lead for heath improvement work in the sphere of public education, accessible information and resource provision. Additionally, the post holder also operates at multiple levels, including liaison and professional networking at a national, regional and local authority level.The post holder has management responsibility for 5 team members: 1 x Information & Publications Specialist (Outreach)  (Band 6) 0.6 WTE 1 x Web Editor  (Band 6) 1.0 WTE 1 x Publications & Resources Officer (Outreach)  (Band 5) 1.0 WTE 1 x Publications & Resources Officer (Clear 2 All)  (Band 5) 1.0 WTE 1 x Information Support Officer  (Band 4) 0.6 WTE |

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| **5.**  **MAIN DUTIES/RESPONSIBILITIES****Public health information and patient information*** Lead on the identification of quality, relevant health improvement resources required in NHSGGC, ensure production and purchase of those resources within budget and ensuring year on year value for money
* Provide professional advice, expertise and support on issues surrounding the production and assessment of accessible public health information and corporate patient information
* Ensure effective and efficient management of stock control system for public health information materials across the health system
* In conjunction with partner organisations, develop and maintain web-based health information e.g. National Service Directories and Apps, Public Health web sites
* Represent NHSGGC as appropriate on key strategic groups where widening access to information and addressing inequity of access to health information is a key focus e.g. NHS Inform and Public Health Scotland

**Management and development of Health Information Systems*** Oversee the local development, implementation and maintenance of a national library management system, in partnership with NES, ensuring coordinated and cost-effective collection management for Library resources (books, journals and multi-media resources)
* Responsible for the governance arrangements for databases, inter-library loans and management of corporate public health publications
* Key role in ensuring the provision of expertise to develop, maintain and update Publication & Information Service web pages

**Knowledge management developments*** Support the development of the NHS Knowledge Network and ensure access, promotion and training for appropriate NHSGGC staff
* Lead steering group and subgroups on strategic development for accessible information management e.g. Clear to All
* Develop and maintain positive working relationships with local, regional and national NHS Information and Resource Units to ensure complementary service provision, sharing of best practice, proactive and widespread health information provision, whilst avoiding unnecessary duplication
* Key lead in ensuring that NHSGGC staff are supported in accessing training in the use of information systems and web-based resources

**Budgetary control, Planning and Team management*** Production of annual operational plan for Information Management Team ensuring appropriate budget setting for each work stream. Discretionary budget responsibility using appropriate financial tracking systems in accordance with NHSGGC Standing Financial Instructions
* Responsible for budgetary control and audit for own area of work.
* Lead the work of Information Management Team, motivating, managing and developing staff to achieve Operational Planning objectives in line with both the Public Health Directorate Plan and NHSGGC Corporate Plan as well as NHS Scotland plans.
* Ensure Information Management staff have knowledge and skills to perform their duties competently and in line with the Knowledge and Skills Framework

**Promotion and communication*** Promote Information Management services throughout NHSGGC
* Maintain regular communication with other related knowledge management and health improvement staff, with a particular emphasis on ensuring service provision to Community Health Partnerships and 3rd sector organisations across NHSGGC
* Deliver presentations at local, regional and national events as appropriate
* Ensure that an open access policy for Public Health Information Management is supported through a process of continuous improvement maintaining quality standards and engaging fully with users

**Special projects*** Ensure ongoing development for widening access to public health information and health education resources ensuring that inequalities are fully addressed
* Participate in short-life working groups looking at technological and ethical issues (e.g. Freedom of Information, Data Protection, Copyright Licensing)
* Optimise opportunities for regional working to ensure best use of shared resources

**Monitoring and quality*** Lead responsibility for development & review of quality standards for Patient & Public Health Information Management
* Lead in establishing a monitoring and evaluation programme to ensure service development
* Lead in ensuring systematic surveys are conducted to assess users’ information requirements and recommend future developments
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| **6.** **SYSTEMS AND EQUIPMENT**Responsible for a variety of systems and equipment used within Public Health Directorate  Microsoft Office 365* Word - daily correspondence, report writing, training handouts
* Excel - budget control for Information & publications service, design of systems for team, reports on service use
* PowerPoint – Presentations
* Outlook – e-mail, diary, team calendar, tasks
* Microsoft SharePoint
* Microsoft Planner
* Library & Publications Management Systems: overall library management including statistical reports and maintenance
* NHS Scotland Knowledge Network (databases, electronic books & journals) to assist users in information retrieval
* Content Management System for NHSGGC in order to upload content to the website & apps
* Adobe Reader: managing accessible PDF files for use on web sites & apps
* Adobe Writer: producing accessible PDF files for use on web sites & apps
* Printer/Scanner: allowing information to be scanned for use in a variety of ways
* NHSGGC Financial Management System: Budget & stock management
* ICT – PCs, laptops, mobile devices

Adapt and design information systems to meet specification of others, using feedback from service users and staff, review and change information systems to meet user needs e.g. reclassify library stock to meet new standards, develop new areas of website, and ensure development of systems to aid information retrieval. |

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| **7.** **ASSIGNMENT AND REVIEW OF WORK/FREEDOM TO ACT*** Post holder is expected to operate autonomously, identifying and generating own work programme within the parameters of Public Health Directorate. Post holder will also identify work through the process of partnership and collaborative working
* The post is line managed by a Public Health Programme Manager with whom the post holder has quarterly reviews and annual appraisals. In addition, the Head of Health Improvement will also assign work as appropriate
* Annual appraisal system to include an Objective Setting Work Plan and a Personal Development Plan
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| **8.** **DECISIONS AND JUDGEMENTS*** Service-related decisions for the ongoing development of Information Management & Publications Service. Assess likely impact on local service of national developments e.g. NHS Knowledge Network, Public Health Scotland
* Works within Directorate’s policies & procedures, operates on own initiative, manages & prioritises own workload, taking advice from Programme Manager and delegating work to team members as required.
* Organises available resources within the service area to ensure best use. Initiates changes in procedures to ensure best practice
* Implements policies and proposes changes to practice and procedures for own area of work. Develops working practices and policies within own work area and makes recommendations on service development that may result in changes to overall service policies and procedures
* As a management post there is a degree of time devoted to recruitment and retention of staff, measuring performance of team members in relation to the service and their personal development
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| **9. COMMUNICATIONS AND RELATIONSHIPS*** Establish working relationships with colleagues at all levels in NHSGGC and the wider NHSS
* Develop partnerships and networks with a range of partners in local authorities, voluntary sector and Higher Education Institutions
* Post holder requires a high level of written and oral communication skills in addition to influencing and negotiating skills e.g. Funding, negotiation with suppliers used by the service
* Make recommendations to Senior Management following results from service audits
* Produce plans and present to stakeholders, where there may be conflicting demands on available resources
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| **10. PHYSICAL, MENTAL, EMOTIONAL AND ENVIRONMENTAL DEMANDS OF THE JOB**Physical* Light physical effort for short period i.e. lifting & shelving journals and books
* Carrying banner stand display equipment and laptops for event purposes
* Keyboard skills
* Frequent sitting or standing in a restricted position, at desk or whilst reviewing resources
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| Mental Demands* High level of concentration required for producing reports, strategies and presentations
* Frequent interruptions from staff and client users require post holder to switch activities to assist users with complex enquiries or support a member of team

Emotional Demands* No privacy for dealing with confidential phone calls (e.g. regarding health issues)
* Occasionally having to listen to clients or discuss with them distressing health problems whilst directing & assisting them with their query (face to face or by telephone)
* Occasionally having to deal face to face or by telephone with difficult/demanding clients

 Environmental Demands* Dusty conditions when retrieving archive materials
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| **11. MOST CHALLENGING/DIFFICULT PARTS OF THE JOB**Providing current quality-assured public health information and resources across the health system in a planned and reactive way to meet the health improvement and prevention needs of the whole population. Balance the information needs of the population with practitioner needs for resources and information and ensure ongoing digital developments and access year on year within budget.   |
| **12. KNOWLEDGE, TRAINING AND MINIMUM EXPERIENCE REQUIRED TO DO THE JOB**KnowledgeSound knowledge of information management systems EssentialUnderstanding of Health Promotion principles and practice EssentialUnderstanding of health inequalities Essential IT Skills EssentialExperienceDemonstrable Management experience EssentialBudget & Project Management EssentialExtensive experience of working within NHS Information/resource service  EssentialExperience of team management EssentialQualifications 1st Degree EssentialPost graduate degree Desirable |

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| **13. JOB DESCRIPTION AGREEMENT**A separate job description will need to be signed off by each jobholder to whom the job description applies. **Job Holder’s Signature:** **Head of Department Signature:** | **Date:****Date:** |