NHS GREATER GLASGOW AND CLYDE

# JOB DESCRIPTION

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| 1. **JOB IDENTIFICATION**

Equivalent to National Profile Health Improvement Practitioner Specialist |
| **Job Title:** | Health Improvement Senior (Communications)  |
| **Responsible to:** | Publications & Information Manager |
| **Department(s):** | Health Improvement Team  |
| **Partnerships/HSCP’s:** | Public Health |
| 1. **JOB PURPOSE**

The post holder will manage internal and external communication channels relating to the health improvement interventions and services delivered by the public health directorate, with an initial focus on digital formats.The post holder will be responsible for engagement with service users, planning, production and management of content across multiple channels on and off line, matching channels, styles and messages to audiences as appropriate, internally and externally. The post holder will lead the development and delivery of key communications, campaigns and initiatives and will be expected to keep abreast of developments within the field of content, through engaging with peers and constantly reappraising our approach in line with best practice and national programmes. The post holder will contribute to the planning, reporting and strategic direction of the Public Health - Health Improvement programmes. The post holder is responsible for establishing and sustaining links internally within GGC NHS Board and key external partners/clients/communities to promote health improvement and address inequalities in health including the development and awareness of key NHS Policies in relation to the Health Improvement work streams (e.g. Tobacco/ Healthy Weight).  |
| 1. **ROLE OF DEPARTMENT**

**Public Health Directorate**The Public Health Directorate acts to improve the health and wellbeing of populations through intelligence led preventative action on a range of population health determinants. The directorate is organised in multi-disciplinary managed teams around the three domains of Public Health; Health Protection, Health Services and Health Improvement.   **Health Improvement Section** The health improvement section is responsible for assessing and tracking the health status of populations and devising and applying strategies to improve the health circumstances in which populations live, with particular regard to reducing health inequalities. Teams within this section assess the evidence of effectiveness of interventions; develop programmes and services to meet the health needs of the population and provide expert public health/health improvement advice and leadership to support and inform an evidence-based approach to planning and service redesign. Integrated within this approach, the section facilitates the delivery of health improvement interventions and service delivery at a Board-wide level. The section will work in partnership with Local Authority services both directly and through HSCP teams to deliver health improvement interventions and influence public health action across disciplines and organisations.     This section leads the development and delivery of national /local programmes or initiatives for health improvement on behalf of the Health Board.  **Information Management Team**The Information Management Team take a lead role in coordination and delivery of public health information services, and implementation and roll out of training and interventions to improve population health literacy. The Team lead the strategic and operational management, monitoring and development of area-wide public health information services, leading for health improvement work across NHSGGC in the sphere of public education, accessible information and resource provision.   Current priorities for the team include integrating a digital first approach, mitigation for digital exclusion and developing projects to improve navigation to health and wellbeing support services. |
| 1. **ORGANISATIONAL POSITION**

**Head of Health Improvement****Public Health Programme Manager****Senior Public Health Information Analyst****Publications & Information Manager (Info Mgnt Team)****3 x Health Improvement Lead (Acute)****Band 5**1 x Publications & Resources Officer (Outreach) 1 x Publications & Resources Officer (Clear 2 All) **Band 4**1 x Information Support Officer **Band 6**1 x Information & Publications Specialist (Outreach)1 x Web Editor1 x HI Senior Communications Officer **(This post)** |
| 1. **SCOPE AND RANGE**

The post holder will work as part of the Health Improvement Team linking with other appropriate professionals as part of the role. The post holder will be responsible for identifying, analysing and sharing models of good practice in public facing communications, including digital media to promote good physical and mental health and wellbeing. Contributing to understanding of and responses to digital exclusion and health literacy in relation to the health improvement interventions and services delivered at a Board-wide level e.g. Smoking Cessation, Weight management. Devising, delivering and evaluating impact of a wide range of communication and marketing approaches to promote health for key population groups, including via web, social media, app and other digital means.Supporting and enabling co-production approaches for public health and health improvement information.The post holder will make recommendations based on feedback received, and support the development and implementation of a range of digital inputs/content development in response to partner feedback. The post holder will be responsible for overseeing and ensuring the content across a range of communication platforms both on and off line. This includes proactively generating content, monitoring activity, providing the necessary governance to ensure any potential reputational issues are managed promptly and evaluating or analysing on and off line activity. From a services perspective, this post will have responsibility for engaging with stakeholders, for creating and sharing relevant information to promote and provide feedback, with a particular focus on digital methods and to research and inform future service delivery. |
| 1. **MAIN DUTIES/RESPONSIBILITIES**

**Communication Strategy:*** Create and implement a communication and marketing strategy to raise the awareness of health improvement services and programmes in accordance with the Public Health Directorate Operational Plan e.g. Smoking Cessation, Weight Management, Digital inclusion.
* Development and delivery of a digital strategy including the use of digital, social media and blogging to engage with a wider range of people
* Development and/or commissioning of online platforms and marketing campaigns e.g. website, social media channels
* Lead responsibility for development and management of content and profile across on and off line channels including timely response to queries received through digital platforms in line with the Data Protection Act 2018, libel laws and patient confidentiality guidelines. This also involves the handling of sensitive, complex and confidential information.
* Overall management of websites, responsible for continued development and maintenance, including: ensuring content is up-to-date and responsive to audience needs; search engine optimisation; and ensuring accessibility standards are met, so that information is accessible, engaging, dynamic, relevant and up-to-date
* Support and develop a range of public health and health improvement communications including writing, editing and distributing electronic briefings, video production, intranet content, web content, social media content/advertising, and materials for projects and activities
* To identify and use suitable social media, website metrics (e.g. Google Analytics) and other analysis tools to monitor and evaluate on and off line activity. To produce reports to demonstrate the effectiveness of communication campaigns in reaching target populations.
* Keeping abreast of communications and health information developments to ensure service is in line with best practice and undertaking investigations of new developments when requested
* Supporting the development and continuous review and refresh of on and off line communications policies
* Lead delivery of the ambition to convert as much of its communications activity to be digitally-led where possible, taking account of and promoting digital literacy and always ensuring that information is accessible and relevant to our audiences

**Project Management:*** Where appropriate contribute to the design and development of health improvement policy implementation across a range of settings (workplaces, NHS, schools and communities) and partnerships.
* Design and develop specific projects both on and off line to engage with target audience and stakeholders e.g. GIFs, e-newsletters, responding to real-time events
* Analyse reports, audits, survey’s and consultation findings to inform service improvement
* Contribute to the development of the core narrative and key messages and ensuring they are regularly updated and cascaded across all communications and engagement channels
* Engaging with staff, teams, patients, their families, volunteers and carers to gather stories that share their experiences of the service/organisation to share, amplify and recognise achievements, learning and best practice
* To deliver effective and value for money digital newsletters, providing editorial and design guidance and support on use of appropriate systems.

**Research and Engagement**:* Develop and maintain key relationships with relevant stakeholders and partner organisations
* Act as conduit between stakeholders and service delivery teams
* Adopt a co-production approach to inform marketing, communication and service improvement
* Carry out audits to evaluate implementation and effectiveness of communications and marketing activity
* Take a proactive role in finding new ways to reach different audiences and, working with other team members, to communicate effectively to staff and other stakeholders

**Information and Data Responsibilities:*** Ability to co-ordinate and extract information from multiple information sources
* To monitor key performance targets and establish robust performance management of all communications projects and channels
* To ensure accurate information is provided in a timely manner and high quality documentation and reports are produced to a cycle of deadlines
* Ensure all information and data governance is maintained
* Provide a governance framework to assess and manage risk in line with policy

Professional Responsibilities:* Organise and manage own workload on a day-to-day basis to meet competing demands and deadlines, including an ability to respond flexibly to ad hoc requests
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| 1. **SYSTEMS AND EQUIPMENT**

The post holder will be expected to use or become familiar with the following Equipment, software and systems. EquipmentTelephone Photocopier PC & Laptop Display boards Digital Camera Keyboardprojectors Printer Digital RecorderTablets (Apple & Android) Video, sound recording and editing software. SoftwareMicrosoft Office including Word, Outlook, Excel, Access, PowerPoint, MS Teams etc. Internet Explorer/Mozilla Firefox/Google Chrome or equivalent Social media such as Facebook, Twitter, LinkedIn, Instagram, SnapchatBiteableAdobe Acrobat Professional Central Management Systems (CMS) including Umbraco and WordPress Post holder is responsible for professional obligations in terms of the Data Protection and Freedom of information Acts and adherence to protocols including research governance, ethics, patient involvement and commissioning. |
| 1. **DECISIONS AND JUDGEMENTS**
* Responsible for developing and reviewing digital communication policies and strategies for public health priorities in line with both NHSGGC Communication Strategy and Board web strategies.
* Responsible for reviewing and responding to email and web feedback taking action where appropriate to ensure that response is accurate.
* Makes decisions about quality (including factual accuracy and tone) and validity of electronic information resources and their suitability for professional, patient and public audiences.
* Post holder is required to operate autonomously on a daily basis including management of own workload and that of staff, and provision of professional advice to other key agencies, partners and stakeholders.
* The post holder is expected to make decisions regarding the short-term and long-term duration of projects within their work plans to ensure they achieve the desired outcomes.
* The post holder is expected to chair, manage and contribute to meetings related to their work plan.
* The post holder is required to consider their own personal development and keep up to date with relevant theory and knowledge at a specialist level to be able respond to emerging digital and health agenda within agreed settings
* Act as an advisor for partner/voluntary sector projects in line with work plan and strategic priorities agreed by Line Manager
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| 1. **COMMUNICATIONS AND RELATIONSHIPS**

Post holder requires high level written and oral communication skills including public speaking and facilitation skills.Post holder is expected to communicate at all levels across NHS Greater Glasgow and Clyde and with other partner agencies including the establishment of key working relationships both internal and external.Post holder is expected to communicate research, policy, and professional guidance to a wide range of professional and public audiences.Post holder is expected to produce written reports; IT based information and relevant resources for a wide range of professional and public audiences.Internal* Line Manager
* Health Improvement Colleagues (clinical, non-clinical and commissioned service delivery partners)
* HSCP HI Teams /Acute / Maternity / Public Health Directorate.
* Wider HSCP colleagues e.g. Primary Care
* E-health, web editor, IT and Desktop Installation colleagues
* Members of other partnerships within the Board, e.g., Acute, Planning, Finance, PHRU, Business Support staff

External* The post holder will establish and develop a dynamic network of virtual and physical networking across the NHS Board and beyond with partner agencies e.g. HSCP, Local Authority, voluntary sector and suppliers e.g. website hosting and development agencies, providing and receiving a range of complex instruction and information.
* Develop relationships with key Health Improvement and Communication Leads.
* The post holder will be proactive in seeking out other productive networks

The post holder is expected to be the Health Improvement communication representative on key groups with responsibility for explaining relevant policy and strategy to a range of local Officers from partner agencies and to promote a shared vision for Digital Services across NHSGGC The post holder is expected to: * Comment on consultation documents and local strategies;
* Bring local knowledge to the attention of team members and other colleagues within the Health Improvement Team. This information will inform and influence future plans and priorities;
* facilitate the communication of emerging digital agenda between key partners to achieve beneficial outcomes using a number of formats and approaches;
* Regularly undertake presentations to a range of partners including professional and community members.

 The post requires high level of written and oral communication skills, including public speaking, facilitation and engagement skills. |
| 1. **PHYSICAL, MENTAL, EMOTIONAL AND ENVIRONMENTAL DEMANDS OF THE JOB**

Physical Skills* Computer and keyboard skills.

Physical Demands* Regular use of computing equipment.
* Lifting and carrying materials/resources/equipment e.g. video recorder, tablet(s)
* Regular travelling across NHS Board area.

Mental Demands* Retention and communication of specialist knowledge and information.
* Post holder will have to deal with frequent interruptions that will require him/her to respond to requests for specific information and focus on a different task or activity.
* Concentration required when reading/writing documents and reports, especially when working to tight deadlines.
* Post holder is required to appreciate and understand other partner agencies working environment, limitations and agendas. The post holder is expected, at times, to acquire and understanding of other agencies specialist area.
* Management of conflict and regular problem solving

Emotional Demands* Occasionally having to deal via email or by telephone with difficult/demanding clients
* Challenges associated with partnership working. This can relate to conflicting agendas between partner agencies and the need to work towards an agreed goal or outcome.

Working Conditions * Post holder will work in an open plan/shared office environment, sometimes utilising hot desk facilities, therefore need to remain focussed on task in the face of frequent interruptions and noise.
* Constant background noises e.g. other staff/equipment/users.
* Post holder may be required to attend NHS and partner sites across NHSGGC
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| 1. **MOST CHALLENGING/DIFFICULT PARTS OF THE JOB**
* Ensuring that communication tools used are current and factually correct e.g. websites, social media platforms
* Balancing the aspirations and expectations of staff, professional, patient and public audiences against what is actually achievable
* Ensuring that all information is quality assured and targeted at the appropriate audience
* Requirement to work independently and manage a range of projects effectively on a concurrent basis and often against a tight timeframe
* To work across multi-agency partnerships to ensure the delivery of planned work streams and to ensure that these work streams are fully implemented and evaluated
* Managing time effectively and prioritising workload to balance conflicting priorities to meet deadlines
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| 1. **KNOWLEDGE, TRAINING AND EXPERIENCE REQUIRED TO DO THE JOB**

Qualifications* Educated to Degree or equivalent level
* Postgraduate diploma in health related discipline (desirable).

Experience:* Partnership working and negotiation.
* Project management, and planning implementation
* Significant experience working in a relevant topic or setting, and skill based health improvement arena.
* Track record of evaluating impact of own work
* Track record of working and engaging with multi-disciplinary partners
* Supervisory experience (desirable)

Knowledge:* Understanding of Health improvement principles and practice.
* Understanding of topic, setting or subject area and related issues and policy.
* Understanding of inequalities in health.
* Knowledge of funding sources.

General Skills* The post holder is expected to demonstrate skills in line with the Standards for Public Health Practice (Health improvement Competencies at a Foundation-Core level).
* Basic image editing skills and use of graphics software e.g. Paintshop Pro, Adobe Photoshop
* Basic Video clip production skills including scripting, filming, editing
* IT skills - MS Office; Word, Access, Excel, PowerPoint, Outlook, Teams
* Online analytical systems e.g. Google Analytics, social media paid ads
* Online content management systems e.g. Umbraco, Word Press
* Creative writing and editing

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| **SKILLS** |  |
| Data interpretation and analysis skills | * Ability to analyse and interpret information Ability to undertake needs assessment activity with communities.
* Ability to performance manage and analyse communication related projects
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| Partnership working and negotiation skills | * Ability to communicate with a wide range of people
* Ability to work in partnerships to influence positive health.
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| Effective practice skills | * Ability to apply evidence base to practice.
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| Communication/Interpersonal skills | * Ability to develop and maintain effective collaborative working.
* Ability to work in partnership and co-produce with organisations, individuals and young people
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| Project management and evaluation skills | * Ability to plan, develop, implement and review work streams.
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| Policy development skills | * Ability to interpret and implement policy development in a range of settings.
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| Leadership skills | * Ability to provide leadership for Health Improvement communication projects, work streams and working groups.
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| Research skills | * Ability to undertake research and development in relation to practice.
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| Independent working/time management skills | * Ability to manage and evaluate own activities.
* Ability to manage time effectively and challenge inefficiencies.
* Provide day to day supervision for staff involved in service communications and marketing activities
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| 1. **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:** |