

NHS Grampian – People & Culture Directorate

Wellbeing, Culture & Development

Job Summary: **Specialist – Culture & Experience**

Important note: This document should be read in conjunction with the core Job Description for Specialist roles in Wellbeing, Culture & Development. It is not the Job Description.

As a Specialist in Culture and Experience, you will play a key role in shaping and fostering a positive work environment within our organisation. You will be responsible for and have involvement in supporting the development and implementation of strategies, initiatives and programmes that promote a supportive, inclusive and empowering culture which supports colleague, and citizen, engagement. By focusing on creating a positive staff experience, influencing the content within change programmes and corporate induction you will contribute to enhancing employee satisfaction, retention and productivity.

Key Areas of Focus:

- **Culture Development:** Design, implement and deliver interventions to engage senior leaders, managers and colleagues across our organisation in developing and maintain a strong organisational culture that is inclusive, supportive and empowering and aligned with our core values eg Culture Collaborative, Commitment to Culture, BPA Culture Survey, iMatter. Foster a sense of belonging, teamwork and collaboration among employees.
- **Collaborative Partnerships:** Establish and maintain strong relationships with internal stakeholders, partner organisations, national groups, external vendors and subject experts to leverage their expertise and resources. Collaborate with HR colleague, managers and other teams to ensure integration of culture and experience initiatives across the organisation.
- **Employee Engagement:** Contribute to programmes and projects to drive employee engagement and motivation. Manage the employee reward and recognition programmes and internal events that reinforce our organisational values and foster a positive work atmosphere eg STAR Award, STAR Long Service, STAR Retirement and STAR Green programmes and linking with professional recognition programmes eg DAISY Award and other ad hoc recognition opportunities.
- **Staff Experience:** Enhance the overall employee experience by contributing to improving policies, procedures and programmes. Manage and conduct national and local surveys and gather feedback to identify areas for improvement, engaging stakeholders in implementing necessary changes.
- **Supporting Change Programmes:** Collaboratively deliver change programmes within the organisation that are inclusive, empowering and aligned with organisational core values, fostering a positive experience for staff involved in the change.
- **Corporate Induction:** Support the design and review of Corporate Induction and staff on-boarding which supports staff joining the organisation to be safe, appropriately informed and well at work.
- **Communication and Internal Branding:** Work with Corporate Communications to develop and execute internal communication plans for culture and experience initiatives to keep employees informed, aligned and connected. Enhancing Performance: Working collaboratively with colleagues across the People & Culture Directorate, support managers and teams across the organisation in creating a values

based, high quality delivery culture that recognises and rewards employees' achievements.

- Evaluation: Evaluate initiatives, monitoring their effectiveness and making adjustments as necessary. Use a variety of assessment tools and methodologies to measure the impact of the interventions on individual and team performance and provide recommendations for continuous improvement.
- Stay up-to-date with the latest trends and best practices in leadership and management development, team effectiveness and group development, continuously seeking opportunities to enhance our offerings and ensure they remain relevant and impactful.
- Team Support and Development: Provide guidance and support to colleagues within WC&D, supporting their professional development and fostering a collaborative and inclusive work environment. This may include delegating tasks, agreeing outcomes and providing feedback.

As a Specialist for Culture and Experience, you will have an excellent opportunity to contribute to shaping the culture and employee experience of colleagues across NHS Grampian and the Health and Social Care Partnerships (HSCPs), and to the overall success of our organisation. Your work will play a key role in developing our organisation as one where people can thrive, and be safe and well through work.