

 **NHS NATIONAL SERVICES SCOTLAND**

# JOB DESCRIPTION

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| **1. JOB DETAILS** |
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| Job Holder |  |
| Job Title | Marketing and Communications Officer |
| Immediate Senior Officer | Marketing and Communications Manager |
| SBU | Customer Engagement and Development (CEaD) |
| Location | Edinburgh or Glasgow |
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| **2. JOB PURPOSE** |
| Responsible for the provision of a comprehensive range of internal and external marketing communications support, using a variety of methods and channels.Responsibility to support the implementation and ongoing management of marketing and communications content to support the delivery and evaluation of National Services Scotland key strategic plans; including the five year Strategic Plan and the annual Local Delivery plan.The post holder will ensure that marketing communications outputs are effective, accessible, accurate and timely. It is imperative that the post holder ensures that the needs of all audiences are met by providing a service that is tailored, consistent and targeted appropriately.Establishing and building effective customer relations with internal stakeholders to be a key contact for the delivery of marketing communications activity is key to the role. In addition, the post holder will contribute his/her individual skillset to marketing communications issues and individual projects led by the Head of Marketing Communications and other members of CEaD. |
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| **3. DIMENSIONS** |
| NSS provides a diverse range of health, care and support functions for the NHS in Scotland.NSS employs approximately 3,500 staff (comprising medical, nursing, technical, scientific, management and administration staff, located in 24 sites across Scotland.) with associated revenue costs of £576m for 2011/12, forecast to be £600m for 2012/13. Net assets of NSS at 31 March 2012 were £80.1mThe postholder works as part of a team whose remit is to manage Marketing and Communications Services as well as being part function which also delivers Creative Services. The team is also part of a wider Directorate which has responsibility for Customer & Solution Development, Stakeholder Relations and Customer Experience.The post holder reports to the Marketing and Communications Manager. |
| **4. ORGANISATION CHART** |
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| **5. ROLE OF THE DEPARTMENT** |
| The Customer Engagement & Development Directorate (CEAD) is part of NHS National Services Scotland (NSS). Its remit is to lead and direct NSS on its approach to customer engagement; customer, market and solution development; public engagement and involvement; marketing and branding; customer insight and measures; and internal and external communications.The directorate has full responsibility for delivering NSS’s primary strategic objective of *Putting the Customer at the Heart of Everything we do*, including accountability for its strategic implementation across NSS and putting in place appropriate measures and feedback systems to ensure its success.Key areas of responsibility managed by the Directorate includes:* Customer & Solution Development – responsible for creating, implementing and managing the organisation's long-term customer and market development plan. This includes developing and implementing a customer/market strategy, developing solutions in line with market requirements and managing relationships with the organisation's new and existing customers.
* Customer Experience– responsible for developing, implementing and maintaining a customer-centric approach to doing business that enable NSS to deliver excellent customer experiences and keep its customers happy and satisfied. Additionally, the team manages the Directorate’s relationship with internal customers to ensure they receive quality CEAD services.
* Marketing Communications – responsible for managing and delivering all brand development, marketing communications, internal communications and digital and creative services for NSS. They also manage all key channels to the customer and ensure that the NSS engagement experience through those channels is easy, consistent and satisfying.
* Stakeholder Relations – responsible for leading and directing the organisation’s approach to stakeholders and key opinion formers to ensure NSS continues to have an excellent reputation with them. They have primary responsibility in the organisation for managing media relationships and upholding a positive public image.
* Performance and Planning – responsible for ensuring CEAD delivers it strategies and activities within agreed resources and manages its capacity and workload to deliver on time, on budget and to brief. They also ensure CEAD remains focused on meeting its performance targets and in line with organisational governance, policy and operational requirements.
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| **6. KEY RESULT AREAS** |
| 1. Implement structured marketing communication plans and strategies to raise awareness and understanding of the services provided by NSS, or to deliver to the objectives of specific issues/programmes.
2. Ensure delivery of key corporate messages that promote the work of NSS. Advise staff on agreed communications and marketing solutions and deliver through a potentially complex range of channels, using customer insight, brand style and tone of voice, and use of plain English to ensure corporate marketing communications are effectively targeted to audiences, delivered consistently and achieve measurable results.
3. Support the delivery of complex cross-functional marketing and communication projects, scoping requirements and seeking advice from colleagues and working particularly closely with the Marketing Manager to deliver, in consultation with the Business Partner and Creative Services team to manage marketing communication project governance and risk.
4. Working with the Marketing Communications Manager and Creative Services Manager, ensure all brand, marketing, digital and communication plans and strategies are developed using customer and user insight and delivered utilising best practice technical, creative and delivery methods.
5. Support delivery of project requests incorporating all aspects of solution design, layout, production and dissemination, and ensuring that the design meets client needs, complies with NSS and NHSScotland corporate style and that, in collaboration with the Business Partner they are delivered within the set timescales.
6. Establish and maintain effective relationships with a broad range of internal and external customers, using influencing and relationship skills to maintain these partnerships and support exemplary engagement and partnership building. In particular, initiate, draft and disseminate high quality written and verbal marketing communications appropriate to a wide range of audiences and markets such as digital copy, campaign briefing papers and impact reports. All of which must be targeted at a level for identified recipients of the communication.
7. Develop, write and edit copy which is on-brand consistent in terms of style, quality and tone of voice and is optimised for search and user experience for all channels e.g. web content, social media, brochures, leaflets, magazines, abstracts and posters, email, video and in person.
8. Support internal communication within NSS that contributes to good staff engagement across the organisation. Use appropriate internal communication channels to engage with staff.
9. Provide training, development, support, advice and guidance through direct engagement and participation within the NSS SBUs to identify performance and compliance with brand, marketing and digital processes and ultimately effective service delivery.
10. Follow all required financial, project planning and reporting organisational processes, ensuring the effective management of resources by self and of the team within defined limits and taking action or alerting senior management as required.
11. Ensure that NSS internal communication channels are managed, including email, plasma screens and the intranet. Includes updating content and supporting other publishers of internal content across NSS.
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| **7. ASSIGNMENT AND REVIEW OF WORK** |
| Work for the post holder is generated from the Marketing Communications Plan and the wider Customer Engagement and Development plan. Specific requirements will be generated by CEAD Business Partners. The post holder is expected to work largely on his/her own initiative, making appropriate decisions in respect of his/her work to ensure satisfactory standards are met, prioritising work accordingly and adjusting priorities to meet frequently changing customer demands.The post holder participates in the formal function performance appraisal scheme with annual objective setting and takes a proactive approach to the formulation of a personal development plan which supports the maintenance of their specialist knowledge required. The Senior Marketing Communications Manager will undertake evaluation of results and objectives. |
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| **8. COMMUNICATIONS AND WORKING RELATIONSHIPS** |
| The postholder will develop effective working relationships and communicate regularly with a wide range of individuals, clinical and non clinical, internal and external to NSS. This will require excellent communication, marketing and interpersonal skills, including sensitivity, tact and diplomacy and the ability to appropriately handle very difficult or contentious conversations with stakeholders who, for example, may not be satisfied with the service being provided. The postholder will also require well developed influencing and negotiating skills in order to influence and negotiate with SBU Directors with respect to best practice approach to marketing communications, digital and brand content, publishing and dissemination.The role will require the postholder to provide high quality written and verbal briefings/presentations in relation to Customer Engagement and Development to SBU and Functional Unit Senior Management Team Meetings. The post holder will be required to provide and receive data and information to and from a wide range of internal staff and external agencies, ensuring highly effective communication both verbally and in writing, to support the customer engagement and marketing strategy of NSS The main contacts of the post are:Internal* Head of Marketing and Communications
* Senior Marketing and Communications Manager
* Marketing Communications Manager
* Creative Services function
* Other staff within CEAD
* Senior Managers and staff across NSS

External* Suppliers – creative, digital and production agencies.
* Staff in NHSS Boards and other Agencies to collaborate on initiatives
* Local authorities and central government departments
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| **9. MOST CHALLENGING PART OF THE JOB**  |
| * Developing resonant, creative, brand, marketing communications and digital approaches that are rooted in best practice approach – and translate into on time, on brief and on budget delivery.
* Effectively communicating brand, communication marketing and digital approaches with internal stakeholders to engage, surprise and delight, to gain buy-in, and establish effective working relationships, whilst challenging the organisation on areas that are lacking customer insight, are off brand or do not fit with our best practice brand, digital and marketing communication framework.
* Developing and maintaining constructive and effective working relationships with a range ofl partners who may have conflicting priorities and approaches and with non-negotiable timescales.
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| **10. Systems** |
| * Word – for the provision of written communications across all stands of work
* Excel – for the creation, storage and production of data to enable the generation of reports and record keeping
* PowerPoint – for the production of presentations
* Umbraco CMS system for web content requirements
* Gathercontent system for content creation, collaboration and storage
* Outlook/NHSMail – for effective and efficient internal and external communication and diary management
* Collaboration and project management tools such as Basecamp
* Specialist creative packages including image manipulation and editing software, eg Photoshop
* Flexi – time management system
* Digital - presenting information about the organisation to external stakeholders and customers
* Intranet/Corporate Portal –sharing information internally
* Filing – maintain personal and departmental filing systems in line with business classification and information governance standards
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| **11. PHYISCAL, MENTAL AND EMTIONAL EFFORT** |
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| **Physical Effort*** Frequent and prolonged use of keyboard and VDU in order to respond to emails, write reports, prepare presentations and enter data (can be for extended periods of time and on a daily basis
* Advanced keyboard skills due to requirement for production of fast and accurate word processed documents within tight deadlines, for example, urgent NSS communications.
* Transporting laptops, projectors, to NSS offices across Scotland

**Mental*** The ability to meet tight deadlines whi**l**st dealing with persistent interruptions on urgent issues, resulting in the constant reprioritisation of workload.
* Maintain a high level of concentration – on most days over a period of approximately 3 hours
* Quickly research, assimilate and translate complex, and often technical or clinical, information into easily assimilated, accurate and consistent messages for a range of audiences, including where tight deadlines need to be met.
* Multitasking and effective time management
* Collating and analysing information and insight
* Preparing and proof reading documents for publication

**Emotional** * Exposure to critical or challenging interactions with stakeholders or with SBUs may be frequent
* Motivating staff within the organisation to embrace and respond to a challenging agenda and to deal on a regular basis with a wide range of responses to the issues, ranging from positive acceptance through to apathy through to explicit reject of the validity of the work.
* The post holder may have to have difficult conversations with external suppliers around budgets, timescales or the quality of their outputs.
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| **12. WORKING CONDITIONS** |
| * Mainly office based.
* Required to work out with normal working hours and travel throughout Scotland
* Personal computer, teleconference and videoconference facilities
* Work mobile phone
* Office equipment including: photocopier, fax, networked printers, scanners, CD writers
* Microphone systems
* Laptop and data projector
* Audio loop system
* Exhibition and banner stands and literature display stands
* Driving may be required throughout Scotland, which can be for extended periods of time in adverse traffic conditions
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| **13. QUALIFICATIONS AND/OR EXPERIENCE SPECIFIED FOR THE POST** |
| * Educated to HND level or equivalent in marketing, communications, digital or equivalent field
* Relevant experience in a marketing, communications or digital role within a complex organisation like the NHS, or public sector
* Well developed skills gained through extensive experience in a related specialism
* Demonstrate communication, technical marketing and digital skills and high levels of creativity
* Strong understanding of customer/user dynamics and requirements gained through work experience and experience of developing, delivering, maintaining and measuring marketing communications and digital strategies to meet objectives
* Highly developed influencing and negotiation skills with the ability to manage and advise persuasively
* Experience of implementing tools and methodologies of evaluation and/or quality improvement and/or performance assessment
* Experience of summarising and interpreting complex information into concise and easily understood formats and presenting to a range of internal and external audiences and interest groups
* Proven ability to work and contribute effectively within and across teams, focusing at all times on the delivery of high quality services to the team’s customers
* Ability to work to tight deadlines
* Change, action and results-oriented
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| **14. 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 |  | Date |  |  |
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| Head of Department |  |  |  |  |
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| Signature |  | Date |  |  |
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| Title |  |  |
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| HR Department will check job description format and content and then send the job description to the AfC Team |
| HR Representative’s Signature |  |  |
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| Date Job Description Agreed: |  |  |
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