



## JOB SUMMARY – ANALYST BUSINESS PARTNER – CONTENT DESIGN

### **1. About NES**

NHS Education for Scotland (NES) is the national health board with statutory responsibilities to effect sustainable change through workforce development, education and training across the health and social care system in Scotland, while working at UK level with partner organisations.

We are the leader in educational design, delivery and quality assurance and provide wide-ranging support to workforce development. We are the official provider of workforce statistics for NHS Scotland and support national workforce planning. We design and develop digital technologies supporting innovation and transformation.

Our purpose is to drive change and improve the quality of care experienced by citizens across Scotland by ensuring that we have the right staff, with the right skills, in the right place, at the right time. NES is integral to improving outcomes for people and in ensuring a skilled and capable workforce underpins the design and delivery of services. As an organisation, we recognise the significant contribution we can make to improving population health, reducing inequalities and economic development.

### **2. 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 NHS Scotland, 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 NHS Scotland 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 NHS Scotland Healthcare Support Workers (Estates & Facilities and Business & Administration staff) and supporting Scottish Government and NHS Scotland 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 several 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 NHS Scotland 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 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.

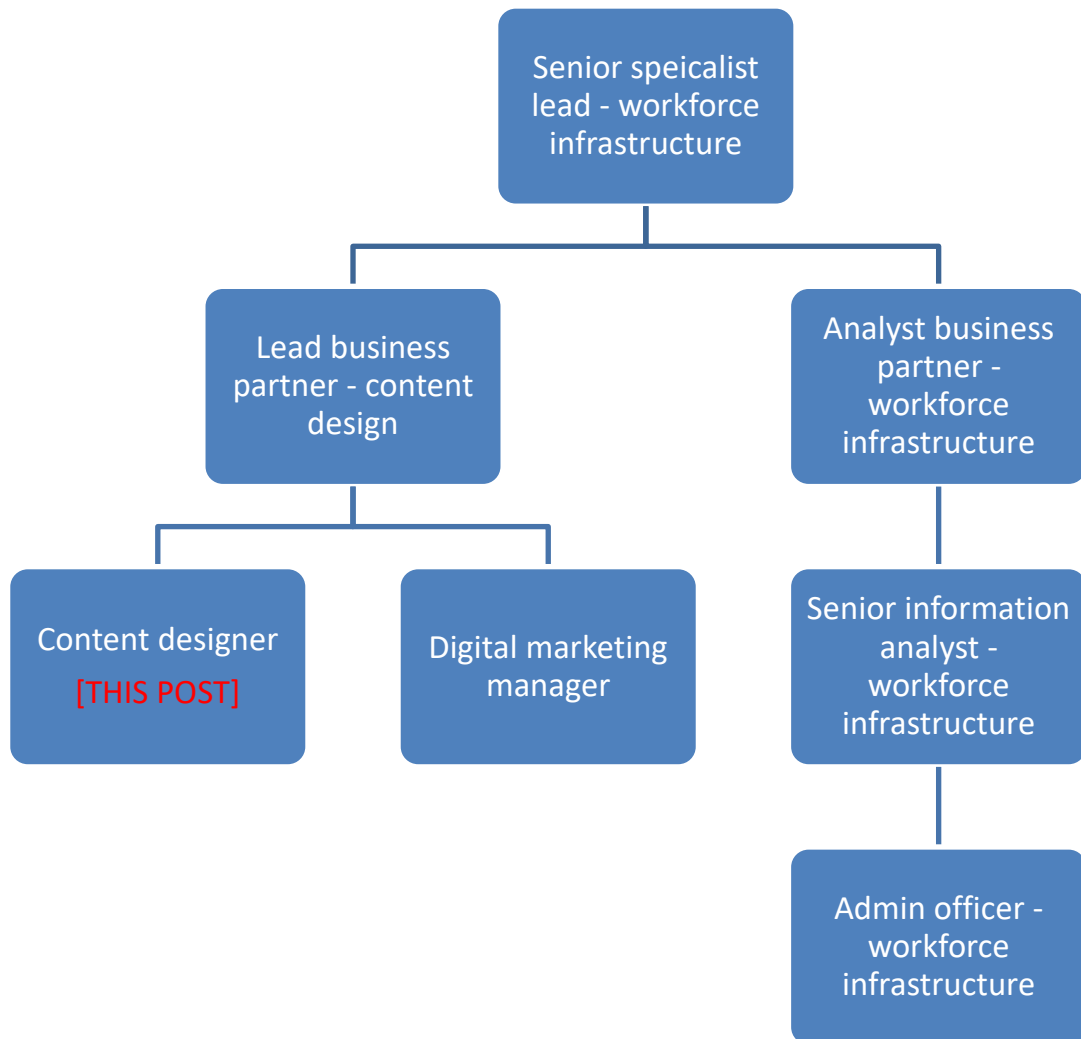
With an overall objective of providing educational solutions that enhance the workforce of the NHS Scotland.

Total Directorate staff (headcount circa 71)

Total Directorate budget – circa £3.8 million

Total staff/trainees recruited (March 16) - 1104

### 3. Organisation Chart



### 4. Job Role

This role is an exciting opportunity for an experienced content designer to positively impact the delivery of resilient, efficient, and high-quality healthcare services to over 5.5 million people in Scotland. You'll join the Workforce Infrastructure team, which leads on:

- careers promotion for NHS Scotland at a national level
- content design activities for national projects, such as 'Once for Scotland' Workforce Policies

## **NHS Scotland Careers**

The NHS Scotland Careers website was launched in 2016. It is the primary national careers resource for NHS Scotland.

Our ambition is to:

- become a well-known, trusted and credible source of careers information
- support the future career ambitions for anyone considering a job in the health service
- produce accessible content that meet the needs of our audience, so they have a good experience when using our website and resources, or engaging with us on social media

### **5. Key Tasks**

As an experienced content designer, your tasks will include, but are not restricted to:

- developing, implementing and maintaining a content strategy and style guide for the NHS Scotland Careers workstream that meets the NES workforce directorate objectives
- researching user behaviours, motivations, and needs to develop user stories or job stories
- designing content to meet user needs
- making sure content is accurate and compliant
- implementing SEO recommendations
- planning, coordinating, and delivering podcasts and video content for digital channels, including the NHS Scotland Careers website and social media
- creating storyboards and scriptwriting for animations
- working with cross-functional teams, partners, stakeholders, and external suppliers to support content objectives
- using and interpreting website analytics, user research, and user feedback to plan, review, and improve content

Your skills should include, but not be limited to:

- a broad range of content design experience, including user-centred design, user research, creating effective and accessible content for digital channels, testing, and prototyping
- creative problem-solving, including innovative solutions to engage our audience
- content management system experience
- ability to work with minimal supervision

- strong data analysis and reporting skills
- teamworking, including guiding and coaching staff
- keen to share your knowledge and experience

## Band 6 Analyst Business Partner

### 1. JOB IDENTIFICATION

Job Title: Content Designer

Department(s): Workforce Infrastructure team

Directorate: Workforce

Job Reference: 7108BR

Responsible to: Lead Business Partner – Content Design

### 2. JOB PURPOSE

The purpose of this role is to provide specialist advice and guidance, expertise and training to support the creation, dissemination and on-going maintenance of systems, resources and related management solutions. This includes advice on data and analytical matters to both internal and external customers, carrying out innovative analyses of data as necessary.

They will lead and contribute to projects and support other work within the team, providing information management support for major development projects, and contribute to marketing and training activities and end-user trouble-shooting.

The postholder will have knowledge of facts, principles, processes and general concepts in their field of work, and be guided by standard operating procedures, building and sustaining the quality of information and records management within NES.

### 3. DIMENSIONS

The postholder will have technical, advisory and managerial components with responsibility for playing a key role in developing the information infrastructure to support major projects across the organisation.

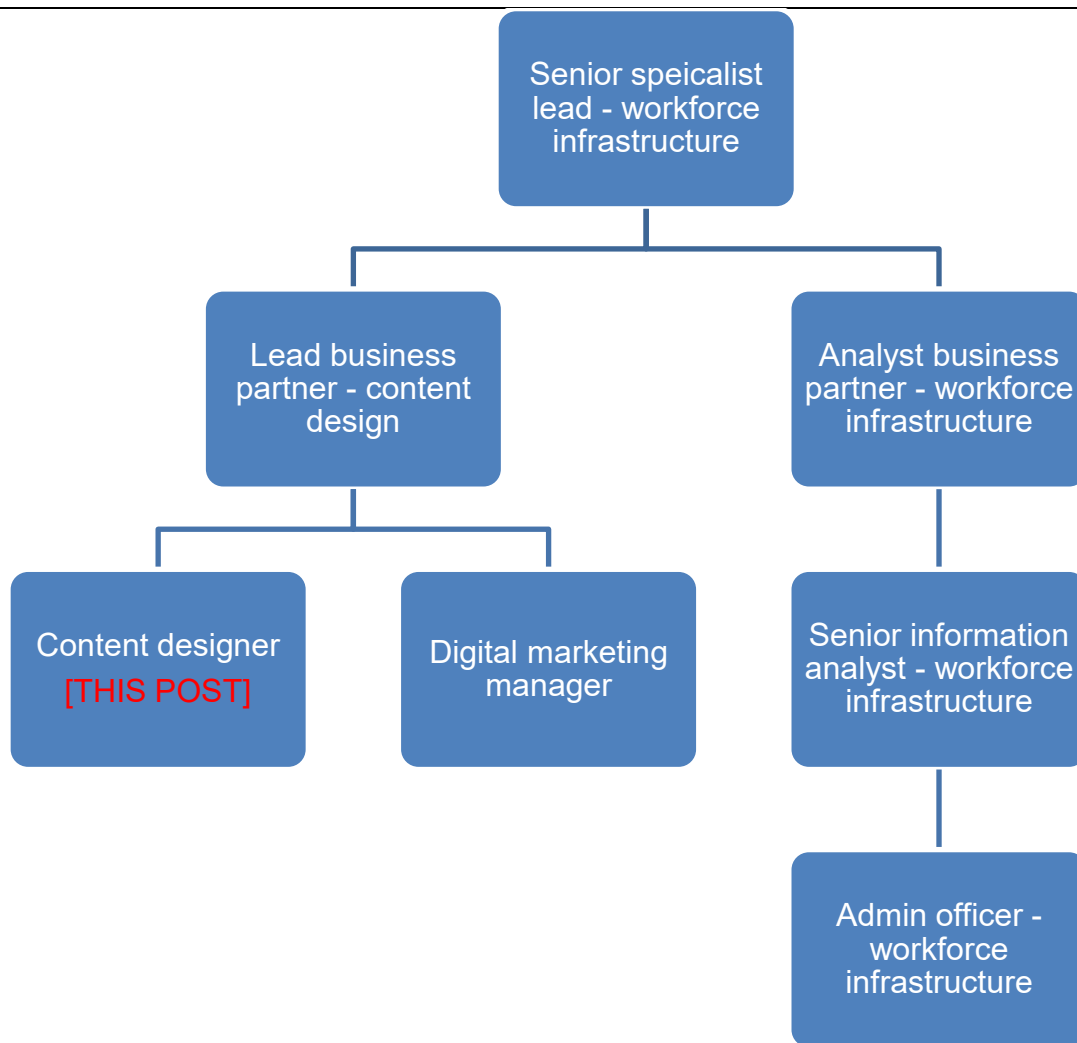
They will be in regular contact with senior management and other staff across NES.

They will be managed by a line manager and have no financial responsibilities.

The post holder will line manage colleagues within their team.

The postholder will be required to assist in any other duties which are deemed reasonable to their role and band.

#### 4. ORGANISATIONAL POSITION



#### 5. ROLE OF DEPARTMENT

NHS Education for Scotland (NES) is the national health board with statutory responsibilities to effect sustainable change through workforce development, education and training across the health and social care system in Scotland, while working at UK level with partner organisations.

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### Workforce Infrastructure team

The Workforce Infrastructure team is responsible for:

- providing functional and technical support for all the directorate's systems, as well as providing data for reporting and analysis to the directorate and wider organisation
- supporting the marketing activities for national and international recruitment and attraction campaigns
- leading on careers promotion for NHS Scotland at a national level
- produce accessible content that meet the needs of our audience, so they have a good experience when using our website and resources, or engaging with us on social media

**6. KEY RESULT AREAS** (Key Result Areas convey **all potential** aspects of a job role. Key result areas will be further developed within the KSF outline with some being more relevant than others dependent on the current requirements for your role.)

- Manages delivery and development of the access and authentication of systems across NES and externally, working within a team to support the information needs of NHSScotland. This includes the testing or adapting of IT systems.
- Support colleagues in providing outreach and end-user training on effective retrieval of information and use of interactive knowledge services.
- Manage complex enquiries and trouble-shoot problems.
- Design, production and dissemination of resources and services.
- Design, collate, promote, and provide guidance and training on the use of systems, service and resources available to colleagues within NES and external stakeholders.
- Detailed business analysis to inform design of information and learning systems and organisation of resources.
- Work to the project management principles and methodology for all tasks, acting as project manager as well as a member of the project team, depending on the workstream.
- Contribute to and implement policy on system design, information management, knowledge management, system testing, record-keeping and statistics.
- Actively participate in local and national groups to review and amend policies and introduce new policies as and when required.
- Develop and deliver training, guidance and expert support in the use of relevant services and systems to colleagues within NES and to external stakeholders.
- Deliver existing information and learning systems and maintain the quality of the content.
- Conduct business requirements analysis and evaluation of usability of solutions.
- Research the learning technology and information science literature to identify new solutions and development opportunities.
- Assist in the day to day support of systems users, trouble shooting problems and reporting systems issues to the appropriate parties.
- Analysis and evaluation of a variety of datasets, including user feedback, ensuring the results are accurate, fit for purpose and presented to a high standard, to define gaps and issues and define improvements or new solutions.

- Identify requirements for customisation of nationally available solutions to prevent duplication of effort by information providers.

#### **7a. EQUIPMENT AND MACHINERY**

- A range of office, audio-visual and IT equipment
- Use of PC for everyday use
- Multi-function devices : scanners, copiers, printers, fax
- Telephone
- VC Facilities

#### **7b. SYSTEMS**

- Utilisation of current data and information systems relevant to role currently in use throughout the NES organisation.
- Regular use of complete MS Office suite of programmes.
- Use IT as directed, maintaining confidentiality.

### **8. ASSIGNMENT AND REVIEW OF WORK**

- Responsible for planning and organising a variety of tasks, including the involvement in multiple projects and programmes of work.
- Monitor and prioritise current work and reassess where applicable to manage customer expectations and conflicting priorities, negotiating with senior colleagues.
- Formally line manages relevant team members when required.
- Ability to adjust priorities to meet frequently changing customer demands and will review these, self managing any conflicting demands.

### **9. DECISIONS AND JUDGEMENTS**

- The postholder will be required to analyse situations and information to identify and resolve a range of problems, where these could have resulted from one of many causes and remedies are from a range of possibilities.
- The postholder will be required to liaise with other team members, external stakeholders and NES departments/staff to ensure duties are completed appropriately, deciding how best to achieve expected results. The postholder's manager is generally available to provide guidance.
- Diagnose software and user problems, identifying possible technical issues and deciding whether a solution lies within their expertise.

### **10. MOST CHALLENGING/DIFFICULT PARTS OF THE JOB**

- Managing accuracy and efficiency across a varied range of responsibilities within a national and high-profile service.
- Communication and relationship building with software developers, IT, information and learning service managers across the health and care system, and with non-technical members of the team to ensure that inter-dependant workstreams come together effectively.
- Expertise with a wide variety of highly specialist online information and learning systems, designing and implementing new solutions where little or no precedent exists.
- Maintaining quality and ongoing delivery of existing systems while at the same time responding to new needs and demands from stakeholders and policy imperatives.
- Taking a pro-active role in exploring and meeting customer requirements through the effective use of the most appropriate information available with a view to developing information services and products to support the evolving need of the health service and other partner organisations.
- Managing often conflicting demands and deadlines of multiple projects either as an individual or as the manager of the responsible team.

## **11. COMMUNICATIONS AND RELATIONSHIPS**

- Ability to communicate effectively with people in the workplace with a variety of internal and external contacts, in person, by phone and by email.
- Respond constructively to complex queries and complaints, taking full part in formal and informal discussions, ensuring contributions meet the needs of the audience.
- Provide professional advice, within their area of expertise, ensuring complex information is explained to colleagues in an understandable way to allow informed decision making.
- Analyse a range of texts, produce effective emails, short reports, presenting information in a manner suitable for the audience.
- Work with others towards achieving shared goals, being open to the opinions of others, receiving and giving constructive feedback.
- Demonstrate honesty, integrity, care and compassion when dealing with others, using tact and persuasive skills when there are any barriers to understanding.
- Deal with a range of problems and people with honesty and integrity, showing interest in your work and seeking and valuing the contributions of others.
- Pro-actively raise concerns about the provision of services with supervisors and managers.
- Understand your rights and responsibilities in the workplace including promoting equality of opportunity, valuing diversity and maintaining confidentiality.
- Make best use of resources including time, to achieve agreed goals for service delivery, taking responsibility for own actions and self-development.
- Be open and respond constructively to change, coping with uncertainty and taking the lead in supporting others in the team as appropriate.

## 12. PHYSICAL, MENTAL, EMOTIONAL & ENVIRONMENTAL DEMANDS OF THE JOB

### **Physical skills**

- Advanced keyboard skills with a requirement for accuracy.
- Occasional requirement to move equipment

### **Physical effort**

- Sitting and working at a PC for long periods each day
- Occasional requirement to exert moderate physical effort for several short periods during a shift e.g. in the movement of PC's.

### **Mental Effort**

- Frequent requirement for concentration required to analyse results of needs analysis, user feedback and evaluation, write reports and progress updates, produce and update project plans, carry out report writing.
- Attention to detail

### **Emotional Effort**

- Exposure to distressing circumstances is rare/ occasional exposure to distressing circumstances

### **Working conditions**

- Long periods of VDU use.

## 13. KNOWLEDGE, TRAINING AND EXPERIENCE REQUIRED TO DO THE JOB

- Educated to degree level with postgraduate qualification or equivalent in relevant discipline.
- Significant experience in the design, delivery and on-going management of e-learning and electronic services and systems. E.g. e-learning, information management, learning management.
- Significant experience of research and evaluation methods.
- High level of experience working with current hardware and software.
- High level of interpersonal, organisational and communication skills and a pleasant manner
- Customer service skills, with a helpful, flexible attitude.
- Able to prioritise own workload and work to deadlines
- Fast and Accurate typing skills
- Good communicator

- Ability to work within a complex and dynamically changing team
- Discretion and confidentiality
- Numerate
- Ability to prioritise and work on own initiative
- Good organisational skills
- Accurate eye for detail
- IT skills

#### 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:

Head of Department Signature:

Date:



## BAND 6 Analyst Business Partner

**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>		
<b>Education and Professional Qualifications</b>	<ul style="list-style-type: none"> <li>Degree level qualification or equivalent</li> <li>Relevant postgraduate qualification in a relevant discipline</li> </ul>		Application & Pre-Employment checks
<b>Experience/Training (including research if appropriate)</b>	<ul style="list-style-type: none"> <li>Significant experience in user-centred design, creating effective and accessible content for digital channels, testing, and prototyping</li> <li>Significant experience of user research and evaluation methods.</li> <li>High level of experience working with current hardware and software.</li> </ul>		Application & Interview
<b>Specific Skills and Knowledge</b>	<ul style="list-style-type: none"> <li>Ability to summarise complex issues in concise and easily understood fashion</li> <li>High standard of IT skills, including Microsoft Office including data analysis software.</li> <li>High level of interpersonal, organisational and communication skills and a</li> </ul>	<ul style="list-style-type: none"> <li>planning, coordinating, and delivering podcasts and video content for digital channels, including the NHS Scotland Careers website and social media.</li> <li>creating storyboards and scriptwriting for animations.</li> </ul>	Application & Interview

	<p>pleasant manner</p> <ul style="list-style-type: none"> <li>• Customer service skills, with a helpful, flexible attitude.</li> <li>• Fast and Accurate keyboard skills</li> <li>• Good communicator</li> <li>• Ability to work within a complex and dynamically changing team</li> <li>• Discretion and confidentiality</li> <li>• Numerate</li> <li>• Ability to prioritise, meet deadlines and work on own initiative</li> <li>• Good organisational skills</li> <li>• Accurate eye for detail</li> <li>• IT skills</li> </ul>	<ul style="list-style-type: none"> <li>• using and interpreting website analytics, user research, and user feedback to plan, review, and improve content.</li> <li>• knowledge of the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018 (the 'accessibility regulations').</li> <li>• GDS content design principles.</li> </ul>	
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## CONDITIONS OF SERVICE

<b>TITLE:</b>	Business Partner	<b>LOCATION:</b>	Flexible- your Contractual NES Office location will be agreed upon appointment
<b>REPORTING TO:</b>	Lead Business Partner		
<b>GRADE:</b>	Agenda for Change Band 6	<b>SALARY SCALE:</b>	£33,072 to £40,736 per annum
<b>HOURS AND DAYS OF WORK:</b>	Full time. Based on a normal working week of 37.5 hours. Office opening hours are 0700 to 1900		
<b>JOB STATUS:</b>	Fixed term/ secondment opportunity until 31 March 2023	<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	<b>PUBLIC HOLIDAYS:</b>	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 2020/2021		
Tier	Annual Pensionable Pay (Full Time Equivalent)	Contribution
1	Up to £20,605	5.2%
2	£20,606 to £24,972	5.8%
3	£24,973 to £31,648	7.3%
4	£31,649 to £64,094	9.5%
5	£64,095 to £89,731	12.7%
6	£89,732 to £119,560	13.7%
7	£119,561 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.***



# 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:

