



# Health Economics Unit

## Band 8a Lead communications manager

<b>Job title</b>	Lead communications manager
<b>Band</b>	Band 8a plus HCLA where appropriate
<b>Team</b>	The Health Economics Unit
<b>Accountable to</b>	Deputy head of strategy
<b>Responsible for</b>	1 x senior communications manager
<b>Working location</b>	Based in either our office in Canary Wharf, London (with a minimum requirement of two days per week in the office to be eligible to receive the London HCLA) or agile/home-based from anywhere in the UK

### Our mission

Leading the generation of world-class evidence through economics and analytics, improving health and care

### Our vision

The best possible health and care through evidence-based decision-making

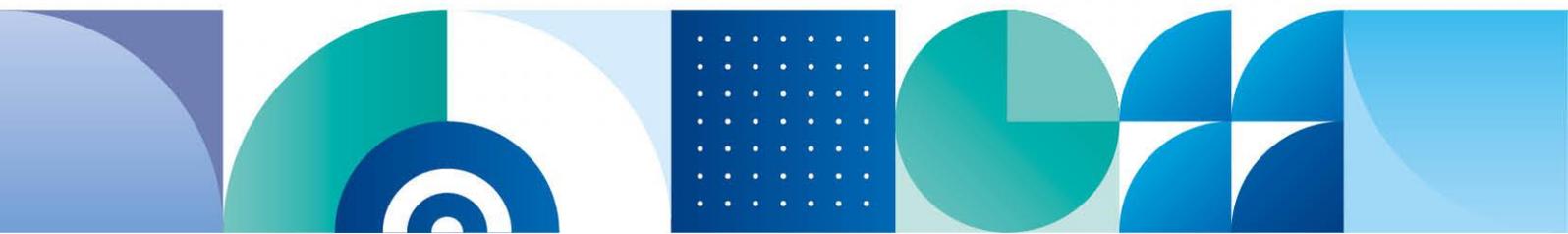
### Our values

**Passionate:** we are a highly motivated team who do projects which excite us and stretch our thinking

**Outstanding:** we use our vast knowledge, experience and network to provide high-quality products and achieve our clients' aims

**Collaborative:** we share our knowledge, invest in our community and value our diversity

The Health Economics Unit (HEU) is a specialist team hosted by the NHS Midlands and Lancashire Commissioning Support Unit (MLCSU). The HEU has been created to deliver impactful insights that power the future development of health and care delivery. Our experts support health system and industry leaders to make the best possible decisions and design the highest quality, most efficient and most innovative services to improve the health of communities across the country.



## Job summary

Our senior communications lead is a key role, setting the direction and managing all communications activity for the Health Economics Unit, including delivering outstanding communications for both the HEU and for our partners and clients, challenging the status quo on a range of complex and high-profile projects.

The senior communications lead is responsible for maximising the impact of communications activity, and promoting high quality health economics, data for decision making and best in class analytics across the NHS and industry. This includes reviewing communications insights to improve impact; working with clients to produce reports and collateral to share learning; and using high-quality communications tools to support complex decision making and resource allocation across the health and care system.

The senior communications lead is a champion of professionalising and advancing communications. They will publish the work of HEU in academic journals as appropriate and contribute to specialist conferences whenever possible.

## Key responsibilities

The post holder will undertake the following duties:

### Management of the HEU communications function

- Manage the day-to-day planning and delivery of a high quality internal and external communications programme including:
  - Growing the impact of digital channels. Using tools to grow reach of website, social media and partner channels to share key messages about the work of HEU and our partners.
  - Growing the HEU's network
  - Developing the profile and reach of HEU and our alumni, identifying opportunities for engagement and knowledge sharing.
  - Enhancing and develop the service offer and all other corporate materials and literature, on and offline.
  - Working with partner organisations and key media to develop and deliver impactful and insightful comment pieces growing the influence and knowledge of HEU activities.
- Prioritise, plan and deliver high quality communications activity to support the delivery of HEU projects and workstreams.
- Provide strategic communications advice to the HEU management team, staff and partners on best practice in communications, including insight-based approaches to improve impact and value for money of all communications activity across multiple channels. Use judgement and experience to challenge ideas, views and perspectives as appropriate.
- Maintain a communications forward plan of all upcoming activity in each financial year.
- Manage regular reports which analyse internet, extranet and social media use, feedback, trends and effectiveness for ongoing improvement
- Oversee the production of corporate information, promotional materials and patient and public information, to ensure that it is high quality and promotes the use of Plain English.

### **Delivery of communications activities**

- Lead the development of the HEU's internet and extranet sites, regularly planning and reviewing content and feedback
- Develop and deliver strategic communications with internal and external audiences to deliver HEU's mission, vision and values and business targets, taking account of both local and national policy and political constraints. This is both for the HEU's own communications, and when working on client projects on a consultancy basis.
- Provide day to day management of the HEU website and social media tools
- Represent the organisation in regional and national communication and healthcare networks as necessary, for example FutureNHS, AnalystX, AphA, Health and Care Analytics Conference (HACA)

### **Team leadership and line management**

- Provide direct line management support to other team members, as well as supporting the supervision and development of other team members as part of a matrix working model
- Provide training and share knowledge on development of communications tools and explanation of effective approaches for communications delivery in successful projects.
- Use persuasive and motivational skills with a range of colleagues and other professionals to strengthen and uphold the reputation of HEU.
- Appraise and quality assure the analytical outputs from the team.
- Be an active member of the leadership team and management of health economics projects

### **Teamworking and networking**

- Communicate and present our work to a specialist and non-specialist audience, ensuring our key messages are understood and helping build our reputation
- Build networks across the NHS, academia and industry, transferring expertise and knowledge and sharing best practice beyond organisational boundaries
- Collaborate with academic partners to add academic rigour to the work of the team.
- Collaborate with the Strategy Unit and other colleagues in MLCSU such as the business intelligence team, to build the CSU's service offer and avoid duplication
- Be innovative, creative and agile in approach and according to our values, increasing the range and skills of the clients, stakeholders and partners
- Actively contribute to The Health Economics Unit's, and your, public profile and presence through posters, abstracts, academic publications and presentations at academic conferences, events and social media

### **Project and client management**

- Lead and support high quality projects, ensuring they are delivered on time and budget, ensuring every client has an outstanding experience of collaborating with us
- Work with clients, project sponsors and other stakeholders to structure problems, taking account of the wider business and policy contexts and the differing perspectives of stakeholders.
- Understand, analyse and resolve complex client problems or disputes in a professional manner

- Provide horizon-scanning and pre-empt issues before they occur
- Create and monitor the budget for projects and work-areas where accountable and contribute towards this for other projects. Ensure that resources are used efficiently and any deviation to the budget is communicated internally and to clients
- Develop proposals to meet client project briefs including resource requirements, cost estimates and timescales and contribute to the development of new business opportunities.

#### **Unit development**

- Support the organisation to deliver its values, vision and mission, both for the health economics team and across the service
- Operate in line with MLCSU's information governance policies and other relevant legislation, and design policy in accordance with this
- Demonstrate our values in everything we do, improving the health of the communities we work with.
- Identify opportunities to work and collaborate with clients and partners

## Person specification

	Essential
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of writing and presenting complex reports and data to a range of audiences from senior NHS staff to the public,</li> <li>• Considerable experience of using data and conducting complex analysis and an ability to apply this to healthcare settings.</li> <li>• Experienced project manager and line manager</li> <li>• Experience of developing business opportunities and working on successful bids and tenders</li> <li>• Experience of using specialist software to schedule communications activity, manage digital presence and evaluate impact (web metrics, data interrogation, website/ CMS, Canva etc)</li> <li>• Experienced and creative planner able to analyse and report complex facts or situations that require interpretation, comparisons and the provision of a range of options resulting in recommendations to senior teams and communications action plans</li> <li>• Experienced at building and maintaining networks with media, communications professionals, clients, partners and industry</li> <li>• Experience of managing the communication of the results of complex analysis</li> </ul>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Master's degree (or equivalent experience) in communications or a marketing related discipline</li> <li>• Project management qualification or equivalent experience</li> </ul>
<b>Skills, knowledge and competencies</b>	<ul style="list-style-type: none"> <li>• Proven ability to plan communications activities and manage a timetable of multiple projects with conflicting priorities and deadlines.</li> <li>• Proven ability to present to and train staff, patient groups, and the public on communication, engagement and involvement best practice</li> <li>• Skilled writer with ability to improve poor quality content and identify different approaches to ensure communications outputs and activities are outstanding and engaging.</li> <li>• Proven ability to collaborate with clients to identify communications activity and explain in a sensible, logical and coherent fashion</li> <li>• Adept with software packages to help plan, prioritise and share communication priorities with partners and clients.</li> <li>• Identification of areas for collaborative working with other like-minded organisations</li> <li>• Good knowledge of the NHS structures, system and policy environment and the ability to navigate the health and social care system to reach the relevant stakeholders</li> <li>• Knowledge of appropriate research / evaluation techniques</li> <li>• Ability to consult with and interview a range of stakeholders</li> <li>• Track record of publications (desirable)</li> <li>• Excellent communication (Verbal, non-verbal, visual and written) and people skills</li> <li>• Ability to provide and receive complex information and to overcome barriers to understanding</li> </ul>

	<ul style="list-style-type: none"> <li>• Ability to plan and organise a broad range of activities, facilitating collaborative working</li> <li>• Creative approach to problem-solving</li> <li>• Adept at writing high quality, accurately costed proposals reflecting the client brief</li> <li>• Ability to manage conflicting information and make decisions under uncertainty seeking advice as appropriate</li> </ul>
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Passionate and forward-thinking about healthcare</li> <li>• Be a valued member of the HEU team, supporting the development of our services, systems, strategy and reputation for excellence</li> <li>• Self-starter with the ability to prioritise and work collaboratively, openly and transparently</li> <li>• Aptitude to quickly acquire knowledge to gain the confidence of a varied client base</li> <li>• A team player, positive and helpful, listens, involves, respects and learns from the contribution of others</li> <li>• Ability and willingness to perform a range of complementary duties as part of a large team within own skill and ability</li> <li>• Open to learning and curious about challenging established beliefs and approaches.</li> </ul>

## Information Governance, Data Protection and Confidentiality

All staff are expected to:

- Be aware that the CSU has an Information Governance Handbook which provides the framework and procedures in which information should be managed. They should become familiar with the “handbook” and “code of conduct” and keep up to date with any changes that are made, including the completion of mandatory IG Training on an annual basis. Breaches of the procedures within the “handbook” and “code of conduct” could be regarded as gross misconduct and may result in serious disciplinary action being taken, up to and including dismissal;
- comply with and keep up to date with the requirements of legislation such as the Freedom of Information Act 2000 and Computer Misuse Act 1990;
- ensure that your staff maintain that the confidentiality and security of all information that is dealt with while performing their duties is in accordance with the requirements of the Data Protection Act 2018 and the principles of Caldicott; and
- Ensure that your staff are aware of their obligations under legislation such as the Freedom of Information Act 2000; Computer Misuse Act 1990, and that staff are updated with any changes or additions relevant to legislation.

## Equality and Diversity

The CSU is committed to equality and diversity and works hard to make sure all staff and service users have access to an environment that is open and a free from discrimination. As a CSU we value the diversity of our staff and service users, and therefore recognise and appreciate that everyone associated with the CSU is different and so should be treated in ways that are consistent with their needs and preferences.

In support of this all staff are required to be aware of the CSU's Equality and Diversity Policy and the commitments and responsibilities the CSU must:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act
- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not

We believe that it makes good business sense to have a workforce representative of the communities we serve and so encourage applications from all sections of the community.

## Safeguarding Children and Adults

All CSU employees are required to always act in such a way that safeguards and promotes the health and well-being of children and vulnerable adults. Familiarisation with and adherence to the policies and procedures of the Local Safeguarding Boards (Children and Adults) and those of the CSU is an essential requirement of all employees as is participation in mandatory safeguarding training in accordance with the employee's roles and responsibilities.

## Personal Development

The CSU is committed to supporting the development of all staff. All employees have a responsibility to participate in the personal development process with their manager, which will provide an opportunity to:

- establish and act towards achieving goals
- have a conversation about job role, career aspirations and personal development
- align personal aspirations with corporate objectives
- agree actions that are underpinned by the CSU's value base

As part of development, employees have joint responsibility with their line manager for the development of skills and competencies through identification and participation in training and development activities relevant to their role.

## External Interests

Each member of the CSU's staff is responsible for ensuring that any external interest they have does not conflict with the duties of their posts and they must disclose the external interest if this is likely to occur, or if they are in doubt about a possible conflict of interest.

## Health & Safety

In accordance with the Health and Safety at Work Act 1974 and other supplementary legislation, you are required to take reasonable care to avoid injury during work and co-operate with the CSU and others in meeting statutory regulations:

- To comply with safety instructions and CSU policies and procedures.
- To use in a proper safe manner the equipment and facilities provided.
- To refrain from wilful misuse of or interference with anything provided in the interest of health and safety and any action which might endanger yourself and others.
- To report as soon as practical any hazards and defects to your senior manager.
- To report as soon as practical accidents and untoward incidents and to ensure that accident forms are completed.

## **Smoke Free Policy**

In line with the Department of Health guidelines, the CSU operates a strict smoke-free policy. This includes not permitting the use of E-Cigarettes on the premises.

## **Notes & Review**

This is not an exhaustive list of duties and responsibilities, and the post holder may be required to undertake other duties, which fall within the grade of the job, in discussion with their manager. This job description will be reviewed regularly in the light of changing service requirements and any such changes will be discussed with the post holder.

This job description is intended as an outline indicator of general areas of activity and will be amended in the light of the changing needs of the organisation. It will be reviewed in conjunction with the post holder on an annual basis.