

<b>POST TITLE</b>	<b>TEAM LEADER COMMUNICATIONS AND ENGAGEMENT</b>
<b>DIRECTORATE</b>	<b>HEALTH AND SOCIAL CARE PARTNERSHIP</b>
<b>SERVICE</b>	<b>COMMUNICATIONS AND ENGAGEMENT</b>
<b>RESPONSIBLE TO</b>	<b>SERVICE MANAGER COMMUNICATIONS AND ENGAGEMENT</b>
<b>NUMBER OF POST HOLDERS</b>	<b>1</b>
<b>ACTING UP/ SECONDMENT</b>	<b>NO</b>

#### **PURPOSE OF JOB**

Responsible for leading and managing the Council and NHS communications, engagement and participation team.

Work closely with other team leaders and managers in the Strategic Planning Directorate, managers and clinicians in Partnership services and in the Council and NHS as well as with external stakeholders such the Scottish Government in order to provide the most effective communications, engagement and participation functions. Responsible for ensuring the teams provide effective internal and external communications, engagement and participation that support and promote the Partnership's brand, image and strategy, that there is an effective colleagues and stakeholder and public engagement programme to gather input to influence Partnership strategies and that external enquiries and media interest is effectively responded to.

#### **THE WHAT - MAJOR TASKS/JOB ACTIVITIES**

- Provide leadership, support and supervision to team members. Lead the team in order to meet demand, manage risk and operate in ways that are consistent with statutory duties and NHS and council policy and procedure. This includes appropriate allocation of workload to team members.
- The postholder will be a key member of the management team for the Communications and Engagement function, taking responsibility for day-to-day communication, engagement and participation activities, ensuring enquiries are responded to quickly and appropriately and that these activities support Partnership strategies and image.
- The postholder is responsible for ensuring that performance is achieved and will escalate issues of serious concern to the Service Manager and take effective action in cases where performance is not achieved.
- Ensure that communications activities promote and develop the Partnership brand and image
- To work closely with colleagues in Council and NHS communications and engagement teams to ensure implementation of appropriate systems in the team, including internal systems for recording and tracking activity and systems to interface with the teams in Council and NHS e.g. ensuring that enquiries that cover more than one service area are effectively responded to.
- Ensure the quality of draft responses to media and public enquiries before sign off by the appropriate senior manager, ensuring the involvement of operational and professional leads as required, supporting the communications and engagement team to ensure appropriate and timely investigation of enquiries and in responding to media and public enquirers.
- Directly approve draft responses to complex and sensitive enquiries before sign off by the appropriate senior manager, involving operational and professional leads as required. Escalate the most significant draft responses to the Service Manager for approval.
- Lead for development of plans for continuously improving the communications and engagement function while ensuring consistency with wider council and NHS policies and procedures.

- Work closely with the Complaints and Significant Adverse Events (SAE) team to identify any issues arising from media or public enquiries that should be managed through the complaints, members enquiries or SAE processes and any issues arising in the complaints, members enquiries and SAE process that might have media implications.
- Represent the communications and engagement functions in discussions with stakeholders e.g. NHS and Council about policy and procedure and in discussions concerning high profile media enquiries.
- To develop a programme of engagement and participation with the public and stakeholders to enable input to key Partnership decisions and strategic and operational plans including development of tools and techniques for external engagement and maximising engagement with hard to reach communities.
- Lead for the Communications, and Engagement function on public participation through the Community Planning structure, overseeing public involvement in Community Planning to ensure a coherent programme that supports the Partnership's priorities and ensure that activities maximise accessibility.
- To develop and oversee a programme of communications and engagement with colleagues in order to ensure that colleagues are well informed and have opportunities to contribute to Partnership decision making including development of tools and techniques for internal engagement.
- Work closely with NHS and Council communications, engagement and participation team leaders to ensure that overall activities are mutually supportive, that Partnership, NHS and Council priorities are delivered and efficiency is maximised by reducing duplication of effort.
- To prepare reports on performance and audits of communications, engagement and participation activities using complex data and analysis and attend committees and management groups to present these e.g. The Partnership's Senior Management Team, Strategic Planning Group, IJB.
- To undertake additional tasks as directed by the Service Manager, taking into account the wider needs of the communications and engagement function and the skills and strengths of the post holder.
- To manage colleagues within the policies and procedures of the Council and NHS, promptly advising the service manager regarding any issues which may require to be considered in relation to disciplinary procedure, absence management, fair treatment and grievance.
- To design and deliver training for colleagues in the Communications and Engagement Team and in operational services on media enquiry handling and procedures.
- To provide advice and guidance to the Service manager and Head of Service in relation to any issues raised by media or public.

**HOW - KNOWLEDGE AND SKILLS (E.G. CREATIVITY & INNOVATION, CONTACTS & RELATIONSHIPS, DECISION MAKING)**

- Educated to degree level in a relevant area e.g. media, communications, marketing, business studies or equivalent relevant experience.
- Chartered Institute of Marketing (CIM) or Chartered Institute of Public Relations (CIPR) qualified or equivalent, relevant post-graduate certification or modules in a Communications-related subject or equivalent experience.
- Previous experience of working in health and social care services is required to enable an in-depth understanding of service issues and problem resolution.
- Previous experience of working in communications and engagement with the media and public.
- Previous experience of managing colleagues and budgets
- They will be expected to develop integrated policies and procedures for managing enquiries and communications and engagement activities and make recommendations for new policies and procedures as necessary

- They will be expected to use creativity in developing and overseeing programmes, developing tools and techniques for communications, engagement and participation.
- They will be expected to have demonstrable ability to communicate complex issues in plain style and language
- They will provide supervision to their team members and will help them think through and identify solutions and responses in cases which are complex and challenging.
- Will have daily contact with members of their team. They will have regular contact with their line manager and managers in Council and NHS responsible for communications and engagement. They will have significant contact with managers and professional colleagues within services and will be expected to use these relationships to support development of policy and procedure in ways that help to improve services.

#### **ENVIRONMENT (WORK DEMANDS, PHYSICAL DEMANDS, WORKING CONDITIONS, WORK CONTEXT)**

- Manages the delivery of a high performing team that meets performance indicators and takes management action when performance falls below what is required. This requires the management of competing priorities for responding to enquiries in a situation of high demand and short media deadlines.
- Operates with a level of autonomy and will take a high level of personal responsibility for standards of work and quality of responses.
- The team leader will be based in an office environment within a team context, they will regularly be called upon to meet members of the public or families involved in engagement activities which may expose the post holder to more complex and challenging working conditions.
- The post holder will be required to manage a service which provides appropriate response to media and public enquiries but will also be required to meet demanding performance targets.
- The post holder will require excellent communication skills and political awareness.

#### **SUPERVISION AND MANAGEMENT OF PEOPLE**

Responsibility for the direct management of 4 FTE Communications, Engagement and Participation Officers at Council Grade 7 and NHS Band 6.

Total colleagues in the Team Leader's service area is 4.

#### **RESOURCES**

The post will be responsible for a range of office equipment and will update and maintain data.

The post will have overall responsibility for maintenance of the EHSCP website and Partnership content on NHS and Council intranets.

#### **HEALTH AND SAFETY (DO NOT ALTER THE WORDING OF THIS SECTION)**

Protecting the health and safety and welfare of our employees, and our third parties including members of the public, contractors, service users and pupils, is the starting point for a forward-thinking Council.

All employees are responsible for:

- Taking care of their own health and safety and welfare, and that of others who may be affected by their actions or omissions;
- Co-operating with management and following instructions, safe systems and procedures;
- Reporting any hazards, damage or defects immediately to their line manager; and
- Reporting any personal injury and work related ill health, and accident or incident (including 'near misses') immediately to their line manager, and assist with any subsequent investigation, including co-operating fully with the provision of witness statements and any other evidence that may be required.

Line managers have additional responsibilities for ensuring all health and safety risks under their management are identified, assessed and controlled, with specialist input from H&S Advisers and others including Occupational Health where required. Where the risks cannot be adequately controlled the activity should not proceed.

Additional information can be found in the Council Health and Safety Policy.