

King's Health Partners

Communications Manager

JOB DESCRIPTION

Post Title:	Communications Manager
Grade:	Band 7
Organisation:	King's Health Partners
Department:	Communications
Reports to:	Head of Communications, King's Health Partners
Professionally Accountable to:	Head of Communications, King's Health Partners

King's Health Partners

King's Health Partners was established by its founding partners ten years ago, unified by a common purpose "to improve health and wellbeing, locally and globally".

We are an Academic Health Sciences Centre where world-class research, education and clinical practice are brought together for the benefit of patients. Academic Health Sciences Centre's are engine rooms of high impact innovation, translating cutting-edge research and existing best practice into excellent patient care.

The collective weight of the partners has been applied to this challenge; comprising a leading university, King's College London, two large NHS acute Foundation Trusts, Guy's and St Thomas' and King's College Hospital, and the UK's largest mental health Foundation Trust, South London and Maudsley. Together we represent a £3.8 billion partnership, with 43,000 staff and 31,000 students and 4.3 million patient contacts annually. Our mission is delivered across 22 Clinical Academic Groups and five Institutes and Networks.

Our Strategy

Our new strategy 2020 - 2025 – ***delivering better health for all through high impact innovation*** – builds on the maturity of our partnership, and anticipates extending our reach towards an Academic Health Sciences *System* across a wider geography of care, through four key themes:

1. **Novel technologies, therapeutics and diagnostics** – building on exceptional infrastructure; developing new cell and gene therapies, AI algorithms and engineering technologies to improve patient outcomes

2. **Transforming system-wide quality improvement and outcomes** – using the power of our AHSC research and implementation science to transform patient experience and health outcomes
3. **Leading urban population health** – reducing health inequalities and improving health
4. **Workforce innovation and sustainability** – developing a workforce equipped for the future of modern healthcare

Over the next five years, we will work with these themes to intensify our pursuit of earlier detection, intervention and targeted prevention of disease through the use of new approaches derived from discovery science, moving over time to improved population health.

www.kingshealthpartners.org

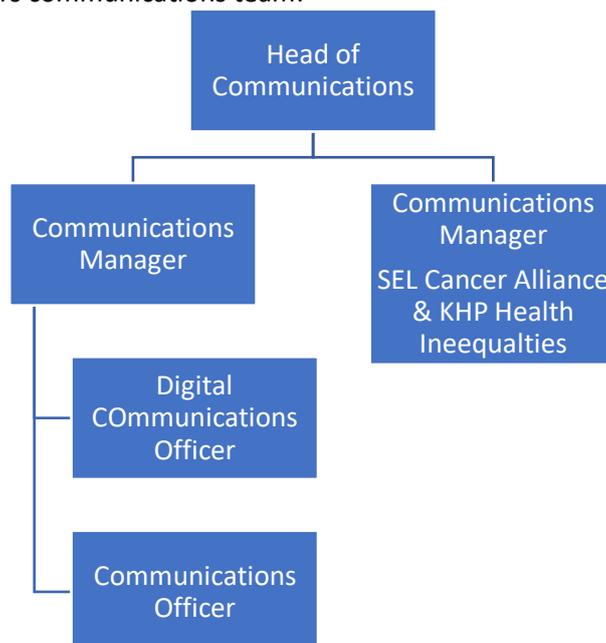
The communications team

We provide a comprehensive communications service for King's Health Partners (KHP), including internal and external communications; media handling; and management of the KHP website, corporate publications, marketing information and strategic communication support to programme teams.

We are committed to providing the best possible information to the wider range of audiences we serve both internally and externally to KHP, in particular collaborating and working closely across the four partner organisations, patient groups and the public; five KHP Institutes, our 22 Clinical Academic Groups, all 43,000 members of KHP staff; 31,000 students; the media; and our many partner organisations, supporters and collaborators. We do this through a wide range of communication channels, events and campaigns, working closely with our KHP Partner organisations to achieve this.

This post will work as part of the KHP communications team, but will predominantly lead on communications for two areas: the South East London Cancer Alliance and KHP Health Inequalities.

King's Health Partners communications team:



Job summary:

This is a generic job description. Additional specific responsibilities and requirements depending on speciality will be confirmed during the appointment and induction processes. The duties and responsibilities listed below are representative of the role and its purpose within the service; they are not exhaustive and the post holder may be required to undertake additional or alternative administrative or managerial duties and responsibilities commensurate with the level of the post.

The Communications Manager will take the strategic lead for key projects and provide specialist communications advice, developing and implementing effective communications strategies for key programmes. The postholder will work on all communications activities across KHP with the team, but will predominantly lead on communications for two areas: the South East London Cancer Alliance and KHP Health Inequalities.

The post holder will work closely with the Head of Communications, Directors of Communication of the four partner organisations, Programme Teams for South East London Cancer Alliance and KHP Health Inequalities.

The post is suitable for someone with a track record of communications project management experience. Some of which will ideally have been spent in a large and complex organisation, developing and delivering creatively driven communications with measurable impact across multiple channels.

You will be a self-starter with exceptional drive and self-motivation, a team player, and have an ability to respond to changing demands and the high paced nature of the programmes of work.

You will be required to establish relationships and effectively collaborate and influence stakeholders at all levels to meet the brief.

The Communications Manager will need to work closely with the programme teams within King's Health Partners and South East London Cancer Alliance. Developing communications to raise profiles and build credibility of the programmes amongst our key stakeholder groups through effective strategy, planning, and management of all communication channels. The role will also need to work effectively and collaboratively across stakeholder and partners. This will include, but will not be limited to:

- Planning, coordination and delivery of multi-channel targeted communication strategies to support programme teams, with specific focus on South East London Cancer Alliance and KHP Health Inequalities,
- Ensuring that communications are consistent with organisation objectives, organisational values and brand, and reflect, promote and enhance our position
- Horizon scanning and intelligence seeking in relation to proactive communications opportunities for the programmes supported
- Management of the website and social media channels
- Cross cover for the KHP Communications Manager as appropriate
- Effective line management of support staff as required and where relevant. Ensuring staff are appropriately trained to deliver communications strategy, branding, key messages, and campaigns, including how to deal with sensitive issues
- Inspiring trust and confidence in the communications service

- Contribute to management and promotion of events
- Leading on the development and production of ebulletins and other forms of communication
- Working across all sites and at all levels, up to and including Executives and Chairs. The post-holder will deputise for the Head of Communications when required, and work closely with the executive management team and programme directors for the relevant programmes of work
- Producing regular programme communications updates for a variety of audiences.

Key relationships:

Developing key relationships and networks within King's Health Partners, across our partnership and for the South East London Cancer Alliance which are essential to the successful delivery of duties and responsibilities. Inspiring confidence and trust in professional and personal capabilities and conduct will provide the cornerstone for the key relationships.

Internal

- Head of Communications
- Director of Performance & Delivery, King's Health Partners
- Director of Population Health and Inequalities
- King's Health Partners Vital 5 Programme lead and members
- South East London Cancer Alliance Programme Leads and Team
- Colleagues in the communications department
- King's Health Partners Executive team
- Programme and institute Directors
- Clinical Academic Group leaders and teams
- Other corporate department leads and staff
- King's Health Partners communications colleagues and other partner organisations' communications staff
- Health Innovation Network (South London Academic Health Science Network) communications team

External

- Website agency
- Local and national media as required
- Designers, printers, photographers and other suppliers
- NHS England (national and London)
- Department of Health
- NHS Improvement
- Local Clinical Commissioning Groups
- Stakeholder partner organisations' communications staff

MAIN DUTIES AND RESPONSIBILITIES:

1 – General communications

- Take the strategic lead for key projects and provide specialist communications advice for campaigns, projects and initiatives. Lead the development, implementation and evaluation of strategies and resultant communications work-plans
- Take responsibility for the development and management of project-based communications plans across as required, eg primarily in support of the South East London Cancer Alliance

and King's Health Partners Inequalities programme. Lead and work collaboratively to define the service levels that the Communications Team will provide, ensuring that an appropriate standard of delivery is maintained within time and budget constraints. Ensure that this is continually reviewed and improved and that communications business objectives are met, drawing on a wide technical knowledge of different communications channels and techniques as well as significant management ability

- Contribute ideas and suggestions to a forward planner of content, proactive news stories, communication campaigns and events
- To provide strategic communications advice, working closely with stakeholders across the organisation, to identify key messages and produce any required materials/briefings, as well as delivering internal and external stakeholder engagement activities
- Regularly attend meetings and steering groups relating to your work areas, providing appropriate reports and updates as required
- Establish and manage relationships with designers, printers and other external suppliers. Commissioning and overseeing the design and production of regular and one-off materials
- Establish and maintain effective working relationships with the four partner organisations thereby ensuring effective and targeted communications that support the vision and mission of the programmes of work
- Manage the production of publications, ebulletin and other materials, ensuring effective partnership engagement at all times
- Provide expert advice to partner organisations particularly in relation to correct King's Health Partners branding and the use of branding guidelines and associated branding for South East London Cancer Alliance
- Be responsible for the establishment, management and monitoring of effective communications distribution systems and processes
- To liaise regularly with communications colleagues across our wider stakeholder network on possible areas of joint communication and messaging
- To provide basic in-house design capabilities using packages such as Adobe suite.

2 – Digital communications

- Lead on maintaining and developing the King's Health Partners website and South East London web presence and understand the fundamentals of digital communications
- Coordinate the editorial process, content management and production of newsletters and e-bulletins and other forms of communication
- Lead on website content management and ensure compliance with accessibility standards and GDPR
- To be the web manager and assess web content for relevance and timeliness, acting as gatekeeper for all information and documentation requested to be posted on the website, where appropriate
- To maintain and grow the social media presence for the programmes with engaging content ensuring all communication activities are future proofed.

3 – Event management

- To assist with the organisation and management of all events
- Oversee the operational aspects of events including, organising all aspects of exhibition/conference attendance, provision of appropriate exhibition stands and materials, and logistics on the day
- To pro-actively identify opportunities to promote programmes at appropriate conference/exhibitions.

4 – Communications materials

- Produce clear, concise narrative about programmes, which can be used across a range of materials including websites, social media and print
- Commission, write, and edit complex internal and external publications
- Write and manage news stories, website content, case studies, video and social media relating to the programmes, conveying complex information in a way which is accessible to a large, diverse group of stakeholders
- Provide communications advice and training to staff, executive teams and other senior managers
- To ensure appropriate partner engagement in the generation of content and materials
- Source proactive news opportunities on behalf of King's Health Partners.

5 – Finance

- To ensure that expenditure is contained within available financial resources
- To undertake monthly review and reconciliation of expenditure.

6 – Staff management and leadership

- Ensure staff are appropriately trained and kept up to date with communications strategy
- Where applicable, line management of support staff, providing professional support and development, including annual appraisals and objective setting, performance management and identifying training requirements
- Manage a busy workload and ensure appropriate prioritisation of projects and activities to meet a range of deadlines
- Work with colleagues to ensure that office systems are effective and run smoothly and that the department deploys its resources efficiently
- Maintain and enhance own personal and professional skills and competencies and contribute to own performance appraisals and personal development plans
- Support the Head of Communications in performance of their duties and responsibilities as well as provide general communications support as required
- Keep abreast of professional, technological and digital best practice, methods and services that could enhance the role or team.

The following statement forms part of all job descriptions:

The post holder is required to follow Trust policies and procedures which are regularly updated including:

Confidentiality / Data Protection / Freedom of Information

Post holders must maintain the confidentiality of information about patients, staff and other health service business in accordance with the Data Protection Act of 1998. Post holders must not, without prior permission, disclose any information regarding patients or staff. If any member of staff has communicated any such information to an unauthorised person those staff will be liable to dismissal. Moreover, the Data Protection Act 1998 also renders an individual liable for prosecution in the event of unauthorised disclosure of information.

Following the Freedom of Information Act (FOI) 2005, post holders must apply the Trust's FOI procedure if they receive a written request for information.

Information Governance

All staff must comply with information governance requirements. These includes statutory responsibilities (such as compliance with the Data Protection Act), following national guidance (such as the NHS Confidentiality Code of Practice) and compliance with local policies and procedures (such as the Trust's Confidentiality policy). Staff are responsible for any personal information (belonging to staff or patients) that they access and must ensure it is stored, processed and forwarded in a secure and appropriate manner.

Equal Opportunities

Post holders must at all times fulfil their responsibilities with regard to the Trust's Equal Opportunities Policy and equality laws.

Health and Safety

All post holders have a responsibility, under the Health and Safety at Work Act (1974) and subsequently published regulations, to ensure that the Trust's health and safety policies and procedures are complied with to maintain a safe working environment for patients, visitors and employees.

Infection Control

All post holders have a personal obligation to act to reduce healthcare-associated infections (HCAIs). They must attend mandatory training in Infection Control and be compliant with all measures required by the Trust to reduce HCAIs. **All post holders must comply with Trust infection screening and immunisation policies** as well as be familiar with the Trust's Infection Control Policies, including those that apply to their duties, such as Hand Decontamination Policy, Personal Protective Equipment Policy, safe procedures for using aseptic techniques and safe disposal of sharps.

Risk Management

All post holders have a responsibility to report risks such as clinical and non-clinical accidents or incidents promptly. They are expected to be familiar with the Trust's use of risk assessments to predict and control risk, as well as the incident reporting system for learning from mistakes and near misses in order to improve services. Post holders must also attend training identified by their manager, or stated by the Trust to be mandatory.

Flexible Working

As an organisation we are committed to developing our services in ways that best suit the needs of our patients. This means that some staff groups will increasingly be asked to work a more flexible shift pattern so that we can offer services in the evenings or at weekends.

Safeguarding children and vulnerable adults

Post holders have a general responsibility for safeguarding children and vulnerable adults in the course of their daily duties and for ensuring that they are aware of the specific duties relating to their role.

Sustainability

It is the responsibility of all staff to minimise the Trust's environmental impact by recycling wherever possible, switching off lights, computers monitors and equipment when not in use, minimising water usage and reporting faults promptly.

Smoking Policy

The Trust is committed to providing a healthy and safe environment for staff, patients and visitors. Staff are therefore not permitted to smoke on Trust property or in Trust vehicles

Review of this Job Description

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

JE0540 October 2010 Reviewed June 2020

King's Health Partners Communications Manager
Person Specification

CRITERIA	E S S E N T I A L	D E S I R A B L E	HOW IDENTIFIED AND ASSESSED AP = application AS = assessment I = interview P = presentation R = references
Education/qualification and training			
Masters Degree / Formal Post-graduate qualification or equivalent experience	x		AP
Evidence of further study and continuing professional development	x		AP
Knowledge/skills/abilities			
Evidence of excellent written and verbal communication skills	x		AP, I, R
Ability to work to time-pressured deadlines and remain calm under pressure	x		AP, I, R
Demonstrable experience of implementing story and campaign ideas	x		AP, I, R
Ability to write clearly for a range of audiences	x		AP, I, R
Proven experience of creating opportunities and working collaboratively with internal and external partners	x		AP, I, R
Ability to design and set up communications office administrative systems	x		AP, I R
Proficient in the use of all MS Office programmes and IT skills, Word, PowerPoint, Adobe and Excel	x		AP
Proficient in the use of content management systems	x		AP
Familiar with the principles of web usability and accessibility	x		AP
Excellent proofing and editing skills	x		AP, R
Ability to work with a degree of ambiguity		x	I
Knowledge of the NHS/higher education sector and drivers for change		x	AP
Experience of dealing positively with organisational politics		x	I
Effective negotiation and influencing skills		x	I
Experience			

Significant experience of working in public relations or communications environment, preferably within an NHS, Academic or Research environment	x		AP, I, R
Track record of producing and commissioning effective content	x		AP, I, R
Specialist experience and understanding of leading on the design and delivery of communication strategies	x		AP, I, R
Experienced and confident in working with staff at all levels in all disciplines across academic, health and research arenas.	x		AP, I, R
Track record of using digital communication channels, including CMS and social media		x	AP, I, R
Significant experience working in a complex, political, working environment		x	AP, I, R
Working within a team, across organisational boundaries	x		AP, I, R

Personal characteristics/other requirements			
Ability to work collaboratively with academic, clinical and NHS managerial colleagues, up to and including at Director level		x	AP, I, R
Ability to work well as an effective member of a multidisciplinary team and to share and encourage good practice.	x		AP, I, R
The ability to take individual responsibility for planning and undertaking own work, according to deadlines.	x		AP, I, R
Excellent interpersonal skills	x		AP, I, R
Resilience to work and deliver under pressure	x		AP, I, R
Flexible and adaptable. Able to attend meetings outside of 9am to 5pm		x	AP, I, R

Communications Manager, Population Health and Inequalities

Addressing population health and inequalities sits at the centre of KHP's strategic themes. In order to achieve the real change that is aspired to communications will need to play a key role. This will not only be in terms of making sure the programme is well known and understood but also to ensure the programme operates as a communication function, creating the transparency and insight necessary to ensure all parts of the health and care system can collaborate effectively.

Some key communication objectives for the programme include:

- Population health & inequalities as a concept is well understood and agreed across a wide range of stakeholders
- The programme is leading the conversation on population health and inequalities, and what is needs to be done to address them
- The KHP & OHSEL ICS Population health & inequalities programme are at the forefront in using communication as a mechanism to drive change
- There is continuous awareness of population health & inequalities activities and initiatives across SEL and wider community

The communications manager will be a key member of the programme delivery team and work in close collaboration with the other work streams. Some key activities and areas of responsibility for the communication manager will include:

- Supporting the creation of a social movement to improve population health and reduce inequalities across South East London
- Further develop the programme Communication Strategy for population health and inequalities to ensure it is aligned both with the key programme objectives but also with KHP strategic themes and the ICS agenda. The communication strategy will need to be particularly well synched with the engagement strategy to ensure the complex topic of inequalities is engaging and inclusive.
- Oversee continuous implementation of Communication Strategy which would include ensuring the messaging is appropriate for and reaches a wide range of stakeholders and advise and create awareness of communication opportunities on a continuing basis.
- The communication manager would need to oversee the continuous production of communication pieces across a variety of channels from individuals across the health and care system.
- On occasion the communication manager would also need to support and advise on communication activities and planning for larger programme events
- To create transparency by linking up not only with KHP communications across partners and institutes but also with social, community, third sector and local authority organisations

South East London Cancer Alliance

SEL Cancer Alliance is one of 20 Cancer Alliances in England. Cancer Alliances were established by NHS England in 2017/18 with a remit including: early diagnosis and improving screening uptake; providing system leadership for operational performance recovery (cancer waiting times standards) and pathway transformation including improving diagnostic capacity, treatment and workforce models; and supporting improvements in personalised care for cancer patients across their whole pathway. Underlying all objectives are the principles of improving patient experience and reducing health inequalities.

SEL Cancer Alliance is also the cancer programme of South East London Integrated Care System.

Covid-19 has changed our ways of working and needs around communications, and we expect this to evolve further over the coming year as we start to 'relaunch' programme activities. We will need to consider different ways to engage stakeholders, maintain visibility and make full use of digital/social media tools.

Objectives of programme communications

1. To ensure there is visibility of SELCA and its programme/remit at high level for all key stakeholders through targeted communications.
2. To ensure key stakeholders are informed of their roles and responsibilities in supporting delivery of the Cancer Alliance Programme.
3. To ensure achievements are publicized e.g. through case studies.
4. To encourage joint working with other agencies on common goals e.g. charities and avoid duplication or confusion over responsibilities.
5. To use or link to existing means of communication where appropriate, and identify where Cancer Alliance communications can have the most impact.

Programme specific communications objectives (subject to review):

1. Review and update the communications plan/strategy on a regular (e.g. quarterly) basis, including particular consideration of communications needs arising from Covid 19.
2. Establish basic public-facing website by Q2/Q3 2020/21 which sets out high level SELCA programme and remit and enables to link to other websites (e.g. providers). To enable adding other information e.g. videos, case studies.
3. Establish links with provider and commissioner/ICS communications teams to support using these channels for Cancer Alliance communications by Q2/Q3 2020/21.
4. Establish link with other Cancer Alliances Comms Leads and National Cancer Alliance communications (NHSE/I) including participating quarterly phone calls and coordinating response e.g. calls for case studies etc.
5. Develop suite of infographic/eye-catching communication templates which can be sent to targeted audience e.g. CEO, COO, GP Leads – timeframe flexible, by end Q2/Q3 e.g. newsletters.
6. Develop team skills to use communications and social media tools to publicise achievements by end Q3.