

**Job title:** Communications and Engagement Manager - Children's Improvement Team

**Band:** 7 NHS (Local Authority band 5/6)

**Team:** Children's Improvement Team

**Location:** Birmingham

**Responsible to:** Birmingham Children's Partnership Transformation Director

**Job purpose:** The post-holder will support the Transformation Director in implementing communication and engagement plans to support the work of the Birmingham Children's Partnership.

**Core duties and responsibilities:**

- Provide strategic, expert, specialist, creative and innovative advice to staff and members on their communication and engagement requirements, providing advice to ensure outputs conform to best practice, statutory requirements, corporate identity and all other relevant guidelines
- To lead the development and delivery of the Birmingham Children's Partnership Communications and engagement plan
- To lead delivery of the communications activities and actions associated with the Birmingham Children's Partnership (BCP) and workplan
- Ensure the public and patient voice contributes fully to the improvement work across the partnership
- Contribute to the development of innovative ways to involve children and young people, parents and carers in improvement work
- Ensure that BCP and associated organisations fulfil their duties under the Equality Act 2010 in all consultation and engagement activity associated with the workplan
- Design and monitor engagement programmes aligned to the organisations objectives and to take account of the Partnership's equality strategy and duty
- Develop robust communication and engagement plans on planned improvements
- To be responsible for mapping key stakeholders, determining influence and interest and therefore ensuring they are engaged with appropriately
- Work in partnership with other organisations to manage complex, multi-agency communications and establish joint working protocol
- Analyse, interpret and present data to highlight issues, risks and support decision making with regards to appropriate communications and engagement interventions

- Identify and manage positive PR opportunities for the partnership and its engagement groups, organising and supervising visits, briefings, news conferences and other media events as appropriate
- Respond to media enquiries, establishing whether and how the partnership should respond, identifying appropriate spokespeople, arranging interviews, briefings and accompanying spokespeople as necessary
- Research and write engaging and high-quality news releases, statements and briefings, using judgement to develop strategies for complex, contentious or sensitive issues.
- Produce and present communications, orally and in writing, at a range of meetings; including patient, public internal meetings.
- Manage and implement the partnerships values and ambitions as part of communication plans.
- Provide communications and engagement support for ad-hoc projects, as required
- Support other agencies in handling media activity associated with major incidents and public health issues
- Work in an autonomous way, with minimal supervision, and have the freedom to act.

#### **Additional requirements:**

- Ensure that standards of practice are maintained at all times and contribute in a positive manner to the overall development of the communications and engagement team.
- Project a professional image of the Partnership at all times abiding by established policies and procedures.
- The post holder will be required to travel to many other locations, and other organisations.
- This post is one of continual development.

### **Supplementary duties and responsibilities**

#### **Health and safety**

Employees have a legal responsibility not to endanger themselves, fellow employees and others by their individual acts or omissions. The post holder is required to comply with the requirements of any policy or procedure issued in respect of minimising the risk of injury or disease.

#### **Data protection and confidentiality**

All employees are subject to the requirements of the Data Protection Act 1998 and must maintain strict confidentiality in respect of patient, client and staff records.

#### **Safeguarding responsibilities**

The organisation takes the issues of Safeguarding Children, Adults and addressing domestic violence very seriously. All employees have a responsibility to support the organisation in our duties by:

- Undertaking mandatory training on Safeguarding children and adults
- Making sure they are familiar with their and the organisation's requirements under relevant legislation
- Adhering to all relevant national and local policies, procedures, practice guidance (e.g. LSCB Child Protection Procedures and Practice Guidance) and professional codes
- Reporting any concerns to the appropriate authority.

### **Smoking and health**

The organisation has a no smoking policy throughout its premises, including buildings and grounds.

### **Equality and diversity**

The organisation is committed to promoting equal opportunities to achieve equity of access, experience and outcomes and to recognising and valuing people's differences. This applies to all activities as a service provider, as an employer and as a commissioner.

### **Information Management and Technology (IM&T)**

All staff are expected to utilise the relevant national and local IM&T systems necessary to undertake their role.

### **Flexible working**

The organisation is committed to offering flexible, modern employment practices, which recognise that all staff need to strike a sensible balance between home and work life. All requests to work flexibly will be considered.

### **Clinical supervision**

It is mandatory for all professionally qualified staff and clinical support staff to actively participate in clinical supervision as an integral part of their professional development for a minimum of four sessions per year. Clinical Supervision will be monitored via an annual Performance and Development Review (PDR).

### **Reasonable adjustments**

The organisation is seeking to promote the employment of disabled people and will make any adjustments considered reasonable to the above duties under the terms of the Equality Act 2010 to accommodate a suitable disabled candidate.

## Person specification

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**Team:** Children's Improvement Team

Criteria	Essential	Desirable	Stage Measured at: A – Application I – Interview T – Test P - Presentation
<b>Education / Training / Qualifications</b>	<p>Educated to degree level.</p> <p>Extensive knowledge of specialist areas, acquired through experience, or training.</p>	<p>Relevant post graduate qualification.</p> <p>Membership of relevant professional body.</p> <p>Evidence of ongoing professional development.</p>	A
<b>Experience</b>	<p>Communications and engagement management experience within a complex organisation.</p> <p>Experience of line management and developing direct reports to achieve objectives.</p> <p>Developing evidence based researched and deliverable communication and engagement strategies.</p> <p>Ability to give advice at a range of organisational levels.</p> <p>Tailoring communications messages to key audiences in all sections of the community, including the media, hostile and antagonistic audiences.</p> <p>Experience of accurately mapping stakeholders, understanding their influence and interest to ensure targeted communications and engagement.</p> <p>Designing, organising and managing high profile events for staff and the public.</p> <p>Experience of creating opportunities and working collaboratively with internal and external partners.</p> <p>Experience of working in complex projects situations.</p>		A & I

<b>Skills / Abilities</b>	<p>Excellent communication skills including: communication of sensitive and emotive issues, relating to people at all levels, dealing with senior colleagues with confidence, writing clearly for a range of audiences.</p> <p>Experience of creating and giving presentations to a varied group of internal and external stakeholders.</p> <p>Ability to deliver to agreed deadlines.</p> <p>Experience in the effective use of a range of social media channels, including managing paid for content.</p> <p>Judgement and analytical skills.</p> <p>Decision making skills.</p> <p>Significant influencing and persuasion skills.</p> <p>Highly developed interpersonal skills.</p> <p>Managing and influencing strongly opposing views.</p> <p>Excellent organizational skills.</p> <p>Ability to work independently, or as part of a team.</p> <p>Skilled at providing clear and concise high-level briefings.</p> <p>Competent use of Microsoft Office programmes.</p>		A&I
<b>Knowledge</b>	<p>Excellent awareness and knowledge of the political environment, locally and nationally.</p>		A&I

<b>Interpersonal Skills</b>	<p>Has a responsive, solution focused approach to addressing issues and barriers.</p> <p>Able to build and sustain relationships, actively involving stakeholders, where appropriate.</p> <p>Able to work autonomously where required, weighing up options to risks in order to Implement successful solutions.</p> <p>Can work as a team player, and recognizes and acts on wider corporate responsibilities.</p> <p>Able to regulate behaviour, even when provoked.</p> <p>Is open and honest and acts with integrity.</p>		A&I
<b>Special Aptitudes</b>	<p>Understanding of equality and valuing diversity principles.</p> <p>Understanding of Confidentiality and Data Protection Act.</p> <p>Understanding of CCG's statutory responsibilities in regards engagement and consultation.</p>	<p>Knowledge of industry good practice, relevant usability and accessibility issues for on and off -line communications, current relevant legislation, and ability to adapt to any changes in legislation.</p>	A&I
<b>Mobility</b>	<p>Car driver / owner or reasonable alternative.</p>		