



Job Description

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| Job Title: | Executive Director of Communications and Engagement |
| Pay: | VSM |
| Working Days: | Full-time (Part-time will be considered) |
| Contract Type: | Permanent |
| Employer: | The Cheshire and Merseyside Health and Care Partnership |
| Base: | Regatta Place, Brunswick Business Park, Summers Road, Liverpool L3 4BL |
| Accountable to: | The Cheshire and Merseyside Health and Care Partnership |
| Reports to: | Chief Officer, Cheshire and Mersey Health and Care Partnership |

Introduction

The Cheshire and Merseyside Health and Care Partnership is a non-statutory body which operates in a complex environment. Its constituent bodies have various forms of governance and different levels of sovereignty. Its principle role is to secure and enhance commitment amongst system partners to improve health and care, reduce health inequalities and so aims to support all partners in tackling the underlying determinants of health and inequality.

Principle responsibilities

This post is a full member of the Executive team and the role involves leading and driving the communications and engagement approach across the Cheshire and Merseyside system, ensuring that the function is able to work coherently to deliver its contribution to the Partnership's strategic objectives. The purpose of this post is to further increase positive awareness and understanding of the Partnership and its work among stakeholders and the public, in order to strengthen its ability to deliver the greatest and fastest possible improvement to the health and well-being of the people of Cheshire and Merseyside. This includes building a community among communications and engagement professionals, as well as ensuring that processes and governance are in place and functioning effectively at a system level.

Responsibilities in more detail

As part of a small Executive team to lead the strategic development of the Partnership, in particular to lead the strategic development of the Partnership's communications and engagement functions, in terms of long-term planning, management, delivery and evaluation, and ensuring that activities support delivery across the Partnership's strategic objectives.

To develop, implement and evaluate the communications and engagement strategy and policy for the



Partnership, enabling it to develop, build, and promote its reputation and brand across a full range of internal and external stakeholders. This will include all brand development and management, house style, internal communications and staff engagement, media relations, digital communications (website and social media), graphic design, event management, communications training and stakeholder communications and engagement.

To provide visible and strategic leadership to the communications and engagement community within Cheshire and Merseyside and representing it at a national level in terms of the development and delivery of models integrated health and care.

To manage relationships with wider regional and national partners such as the community and voluntary sector, media, patient groups and pressure groups, building a culture of codesign and collaboration beyond the statutory sector.

To develop systems for collecting, evaluating and interpreting feedback from the public, the media, partners and insight and research work to inform short, medium and long- term strategies and plans.

Where appropriate to support engagement with the public on matters related to improvement in their own health and well-being and also in matters related to strategic change – specifically enabling and supporting the different organisations to comply with all relevant guidance and legislation around engagement and consultation.

To analyse, interpret and present highly complex information to identify options for appraisal, highlight issues, risks and proposed courses of actions to support Board level decision making.

To directly manage the communications and engagement team which will include responsibility for supporting appraisals, development of staff, and recruitment. The postholder will be responsible for performance management and restructuring of teams where necessary.

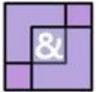
To co-ordinate requests issued to the Partnership under the Freedom of Information Act, and to ensure these are acted upon in a way which supports the Partnership.

Relationships

The postholder will represent the Partnership business at a very senior level, managing and leading relationships at multiple levels in many organisations. As one of the most senior strategic communications advisors in Cheshire and Merseyside it is expected that the postholder is able to provide leadership to the function at a regional and national level and to maintain an excellent personal reputation within the industry and publicly.

The postholder will operate autonomously to manage reputation and risk with regional and national stakeholders, including Council/Board members and communications leads for other organisations, as well as regulators, trade unions and political representatives, the national, regional and local media.

This is a high-profile role which would be expected to be well networked in Cheshire and Merseyside as well as nationally. The postholder will use their contacts and links to nurture and maintain robust new relationships across multiple organisations, ensuring optimum engagement with key system partners and securing appropriate buy in, support and understanding.



Specifically, good engaging and empowering relationships are needed with:

- NHSE/I – it is important that the Partnership and NHSE/I work harmoniously and on an agreed basis to ensure maximum benefit.
- Local Authorities and sub-regional collaborations – both officers and elected members
- CCGs – officers and Clinical Chairs particularly given the flux in arrangements
- NHS Trusts and NHS Foundation Trusts
- Those working in primary care in practices and Primary Care networks.
- The care professional community
- Public Health England
- Health Education England
- Higher Education Institutions
- Research and Innovation networks
- Organisations representing the public interest from Healthwatch to diagnostic group associations
- Those committed to working with and for health and care such as the voluntary sector the not-for-profits sector.
- Leaders of Place and programmes within the Partnership.
- Members of Parliament

Conclusion

The essence of the post is leadership of whole system communication and engagement. The postholder will need to ensure that the majority of their effort is on supporting effective communication across the Partnership and wider system to enable longer-term transformation and substantial change.

Dr Jackie Bene

Chief Officer

Cheshire and Mersey Health and Care Partnership

5th June 2020



Person Specification

The successful candidate will have substantial and senior level experience, personal credibility within their own profession and will be familiar with working with large, complex organisations, which operate in a regulated environment. S/he will have the presence and interpersonal skills to carry out the role successfully, building and enhancing relationships within the Partnership, in the community served by the members of the Partnership and with stakeholders, including politicians and the wider community, both locally and nationally. The Seven Principles of Public Life should be reflected in their tone and the behaviours that they foster.

Specifically, the successful candidate will have the following attributes:

- Experienced specialist in communications and have operated at a regional/national level in a strategic leadership and transformational role.
- Experience of working across complex systems and difficult situations.
- The postholder must be comfortable and experienced at being the link between journalists and the organisation in the most difficult circumstances.
- Personal style that balances soft skills to enable trust to be gained quickly and an ability to act with authority where needed.
- Knowledge and understanding of NHS, local government and broader public sector.
- Demonstrate a relevant track record in delivering results.
- Skilled ambassador, offering exceptional strategic influencing, communication and leadership skills.
- Have demonstrable experience of public engagement and be able to articulate the advantages of engagement and co-production.
- Politically astute, able to develop a positive working relationship with local political leaders.
- Able to understand, respond to and, where appropriate, reconcile the differing needs and perspectives of multiple stakeholders.
- Accustomed to high level of accountability within a highly regulated environment.
- Experience of working in or across different sectors where objectives may not be aligned.
- Exceptional communications and influencing skills in a variety of contexts.
- Able to appreciate the implications of national government policy and priorities for the NHS and local authorities.
- Strong commitment to public service, the NHS and its key principles. An interest in healthcare issues both locally and nationally, together with an appreciation of the issues facing health and social care in the Partnership at present and in the future

In summary,

The postholder must have outstanding experience and expertise in specialist communications methods, including crisis and issues management, as well as high levels of integrity, commitment and judgement, to engender confidence at Board level and throughout the Partnership in their advice and guidance. They must have gravitas, authority, confidence and highly developed interpersonal skills in addition to significant powers of tact and persuasion, as well as personal resilience.