**JOB DESCRIPTION**

**Job Title:** Director of Communications and Engagement

**Band:** 8d

**Responsible to:** Chief Executive

**Key relationships:** Service users/patients and their carers, staff, members, governors, Chief Executive and Chairman, Trust board, executive team, NHS London, North West London sector, local GPs, voluntary sector organisations, local authorities, the public including LINks (Healthwatch) and the media.

**Job Purpose**

To strategically lead, and be accountable for, the communications and engagement function providing professional advice, expertise and leadership on all aspects of communication, staff and stakeholder engagement, maximising opportunities to promote the Trust’s work and upholding its brand and reputation.

**Key Responsibilities**

**External Communications**

- Lead, develop and implement a communications strategy to manage the reputation of the Trust and support its objective to be a provider of choice. This includes advising on optimum strategies (style, approach, materials) to support change and developments within the Trust, along with communications implications of decisions, policies and plans.

- Establish and communicate the key messages and objectives of the Trust in order to promote a positive image and when necessary limit adverse publicity using a range of media including website, stakeholder magazine, social media and special events.

- Develop procedures, standards and policies around media management, events, VIP visits, corporate identity, patient communications and other areas of communications and ensure they are implemented consistently and appropriately.

- Ensure that the values of the Trust are reflected in all communications, and that the corporate identity is applied consistently.

- Ensure that publicity/marketing materials and patient information are of a high standard and accessible to and appropriate for relevant audiences and reflect the diversity of the communities served by the Trust.

- Lead on communications for responding to a crisis or handling serious incidents.

**Internal Communications/Staff engagement**

- Develop and lead the internal communications strategy and support the Trust’s leadership team to deliver its programme of organisational change.
• Provide strategic advice and expertise to support the Trust's objective to build an engaged, informed and motivated workforce, developing opportunities for staff to give feedback and contribute to decision making.

• Manage the strategy for internal communications which ensures relevant and timely communication for all staff groups and communicates key corporate messages reflecting the Trust's vision, values and objectives.

• Oversee the content of all internal communications including the weekly bulletin, monthly team brief, annual Quality Awards, Employee of the Month, staff forums and elements of the Trust's intranet.

**Media Relations & Public Affairs**

• Develop and sustain positive relationships with the media, maximise positive coverage and ensure balance in all media coverage, in order to improve public perceptions of, and promote public confidence in, the Trust.

• Train and support staff to ensure the organisation is represented appropriately in its communications with the media.

• Ensure that the Trust's views are appropriately represented at all times by overseeing press releases, interviews, consultation responses, statements, Freedom of Information requests from the media, and ministerial briefings.

• Oversee the provision of an effective press office function which gives accurate and timely responses to media enquiries and monitor media coverage to identify weak areas and develop and maintain strong areas.

• Oversee the production, content and distribution of the annual report. Organise the annual general meeting and other stakeholder events.

**Involvement**

• Provide strategic input into the delivery of the Service User and Carer Involvement Strategy and work with Clinical Service Units to embed effective involvement practices.

• Lead the implementation of central/corporate initiatives to support the delivery of Trust-wide service user and carer involvement.

• Ensure service user and carer views are taken into account in decisions about service provision, service change, processes and policies.

• Create opportunities for service users and carers to be involved in Trust events, recruitment and training.

**Membership**

• Ensure that the Trust attracts and retains a membership that is reflective of the diverse communities it serves and meets agreed targets.

• Lead all membership recruitment and engagement activities.

• Work with the Foundation Trust team to recruit and train membership of the Council of Governors.

• Lead on all communication activities to promote and engage communities in the Trust's anti-stigma campaign Open Minds, maximising opportunities to work with local voluntary and community groups.
Communications and Engagement function

- Lead and manage the communications and engagement function, providing support and guidance.
- Ensure the provision of regular supervision, objective setting, appraisal and personal development plans to all direct reports and their staff.
- Manage the communications budget to ensure a planned, managed and balanced budget is maintained.

Additional Information

CONFIDENTIALITY
All information relating to patients and/or staff obtained during employment with the Trust is to be treated as confidential and as such employees should not disclose it without appropriate prior authorisation. Unauthorised disclosure of any confidential information, or that covered by the Data Protection Act may result in disciplinary action.

CONTINUOUS IMPROVEMENT
The Trust has adopted a strategy for Continuous Improvement and all members of staff employed by the Trust are expected to play an active role in development and improving services to the benefit of service users.

All employees are required to participate in the annual Personal Development Review activities and any associated training and/or learning opportunities.

DATA QUALITY
All staff involved in the collection of data are responsible for the accurate and timely collection and recording of information.

EQUALITY, DIVERSITY AND HUMAN RIGHTS
The Trust is committed to equality of opportunity and anti-discriminatory practice both in the provision of services and in our role as a major employer. The trust believes that all people have the right to be treated with dignity and respect. The Trust is working towards, and is committed to, the elimination of unfair and unlawful direct and indirect discriminatory practices.

All employees have responsibility to ensure their practice adheres with both legislation and policies. West London Mental Health Trust and its staff have legal duties under the Human Rights Act 1998. All public authorities have a legal duty to uphold and promote human rights in everything they do. It is unlawful for a public authority to perform any act which constitutes discrimination.

HEALTH AND SAFETY
Employees must contribute to a healthy and safe working environment by adhering to health and safety regulations and Trust policies. Employees must act in a responsible manner to ensure the care of their own health and safety and that of others who may be affected by their omissions at work.

Employees must co-operate with the employer insofar as is necessary to enable Health and Safety duties or requirements to be performed and complied with. Employees must not intentionally or recklessly interfere with, or misuse anything that is provided in the interest of the health, safety and welfare of staff, patients and the general public.
STANDARDS OF BUSINESS CONDUCT
The post holder will be required to comply with the Trust's Standing Orders and Standing Financial Instructions and, at all times, deal honestly with the Trust, with colleagues and all those who have dealing with the Trust including patients, relatives and suppliers.

SAFEGUARDING
The Trust is committed to safeguarding all children and vulnerable adults and expects all staff and volunteers to share this commitment.

OTHER
You may be required to work at other locations within the Trust as determined by the duties of your post.

You may be required to undertake any other duties at the request of the line manager which are commensurate with the role, including project work, internal job rotation and absence cover.

This job description is an outline and account of the main duties and as such is not intended to be exhaustive. Any changes will be discussed with the post holder in advance but will also be reviewed regularly to take into account changes and developments in service requirements. The post holder has the right to request a review should they feel there have been significant changes to their role.

August 2012
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<th>Criteria</th>
<th>Essential</th>
<th>Desirable</th>
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<td><strong>Qualifications</strong></td>
<td>• Masters degree or equivalent experience and knowledge</td>
<td>• NHS experience.</td>
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<td>• Specialist communications qualification or equivalent experience and knowledge</td>
<td>• Experience of developing and promoting an organisation's brand/image.</td>
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<td>• Evidence of continued professional development</td>
<td>• Understanding of complex issues relating to mental health</td>
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<td><strong>Experience</strong></td>
<td>• Extensive experience at a senior level within a communications function</td>
<td>• Understanding of Data Protection, Freedom of Information and Caldicott guidelines.</td>
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<td>• Extensive experience of working with the media</td>
<td>• Understanding of effective patient and public involvement practices</td>
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<td>• Experience of devising and implementing effective communications and engagement strategies</td>
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<td>• Ability to demonstrate a thorough understanding of NHS structures and current issues</td>
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<td>• Experience of managing staff</td>
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<td>• Experience of crisis communications</td>
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<td><strong>Knowledge</strong></td>
<td>• Extensive up to date knowledge of NHS policy and developments</td>
<td>• Experience of using social media to communicate with internal and external audiences</td>
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<td>• Knowledge and experience of managing formal public consultation on service change</td>
<td>• Understanding of the Foundation Trust application process</td>
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<td>• Knowledge and experience of high profile media issues management</td>
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<td><strong>Skills</strong></td>
<td>• Excellent communication skills</td>
<td>• Confident and positive approach to work.</td>
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<td>• Ability to think laterally and creatively</td>
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<td>• Excellent interpersonal skills. Ability to influence staff at all levels</td>
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<td>• Excellent organisational skills</td>
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<td>• Ability to handle highly sensitive and complex information</td>
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<td>• IT literacy and competency relevant to communications</td>
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<td>• Ability to work under pressure and manage a varied and often challenging workload</td>
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<td>• Political awareness</td>
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