

Job Description

Job Title:	Communications and Engagement Manager
Band:	7
Base:	You may be required to work in other designated locations of the Trust as well as your primary base. In particular, flexibility is required across the three main hospital sites (Leicester Royal Infirmary, Leicester General Hospital and Glenfield Hospital). If your initial location is one of these sites excess travel reimbursement would not apply for a permanent or temporary change of base. The post holder will be required to work 1 day per week from UHL Corporate Communications Office at LRI
Reports to:	R&I Operations Director
Accountable to:	Deputy Director R&I and professionally to UHL Head of Communications and Engagement

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<https://www.leicestershospitals.nhs.uk/aboutus/work-for-us/>

<p>Job Summary</p>	<p>The postholder will lead on and manage all aspect of communications, marketing, business development and stakeholder engagement for UHL R&I.</p> <p>This includes leading on communications to raise the profile of R&I internally and externally with a wide range of stakeholders. This involves planning and delivering both internal and external communications to ensure that staff, UHL leaders, patients, the public, media, industry and funders are well informed about our research and achievements.</p> <p>It will be essential to raise the profile of and promote the strategy and operational priorities for R&I at UHL. This will be achieved through multiple channels, such as digital, press, broadcast media, social media, advertising, exhibitions and events. The postholder will have key skills in stakeholder management and media relations which are essential for this role. The post holder will work closely with the External Relations team at UHL, University of Leicester and the University Hospitals of Northamptonshire NHS Group to ensure communications are coordinated and aligned.</p> <p>The Communications Manager will report to the Operations Director R&I Manager and be accountable to the Deputy Director of R&I. There will be professional accountability to UHL Head of Communications and Engagement. They will act as a point of contact for UHL R&I executive and staff groups, providing communications activity, advice, support, training, and updates.</p>
<p>Budget</p>	<p>The postholder will provide day to day management of the non-pay budget set aside for the purposes of communications, engagement, marketing and advertising, as agreed with the Operations Director for R&I, in accordance with Trust policy on procurement and securing best value for money.</p> <p>...</p>
<p>Staff</p>	<p>The Communications Manager will not be required to line manage other members of staff, but work as a team with other members of R&I, BRC/CRF and PRC Communication managers.</p> <p>The postholder will demonstrate compassionate leadership,</p>

	using a range of leadership styles to create an environment in which staff are valued and respected, and to motivate staff within R&I. They will support a culture in which individuals feel able to speak up and that learning takes place, we celebrate diversity and are enabled to do our best work.
Policy	The postholder will be required to develop and deliver communications/ marketing/ business development/ engagement strategies which feed into R&I annual business plan and are in line with the Trust's Research and Innovation department, the National Institute for Health and Care Research and Department of Health and Social Care guidelines and toolkits.
Communications	<p>The Communications Manager will provide sound communications advice to R&I leadership team, ensuring that R&I reputation is protected and enhanced and that the highest standards of accountability and transparency are maintained. This will include providing guidance and advice on handling communications issues in the context of complex and changing strategic situations.</p> <p>The post-holder will lead on the R&I communications, marketing, business development and engagement developments and will engage with other trusts at regional and national level to support collaborations and initiatives across stakeholders.</p> <p>The post-holder will develop and implement effective two-way communication systems on behalf of R&I with a range of internal and external partners and key stakeholders, as listed below in key working relationships.</p> <p>The postholder will need to develop insight into the views of patients and the public, understand and overcome barriers to their engagement and enhance opportunities for them to become actively involved in decision making, as well as participate in trials, to support the R&I in achieving its objectives.</p>

KEY WORKING RELATIONSHIPS

The postholder will report on a day-to-day basis to the Operations Director for R&I and will be line-managed by the same.

- UHL Communications Directorate
- UHL leaders and Staff
- Research and Innovation office staff
- Clinical and academic research staff within the Trust and partners Trust, (University of Leicester and University Hospitals of Northamptonshire NHS Group)
- University of Leicester, in particular External Relations, College of Life Sciences and Research Enterprise Division
- East Midlands Academic Health Science Network
- Commercial companies/life sciences organisations
- Primary Care networks
- Leicestershire Partnership NHS Trust
- Local, regional and national media
- Patients, carers and public groups, organisations and forums

KEY RESULT AREAS

STRATEGIC LEADERSHIP

- To proactively lead and develop engagement strategies and plans to raise the profile of R&I at UHL. This includes developing and delivering effective communication strategies and campaigns with activity plans designed to reach and engage key internal and external stakeholders to support the business objectives
- Map and engage with all relevant stakeholders, internally and externally, and monitor engagement throughout the annual business planning cycle
- To develop and maintain positive relationships with key stakeholders including but not limited to local and national media, partner organisations and the R&I Senior Leadership Team.
- Work with R&I Senior Leadership Team to lead the proactive planning and development of significant campaigns internally and externally to raise research profile. Highlight work taking place and write, disseminate and pitch them to the right outlets.
- Take overall responsibility for the production of R&I communications , including but not limited to: press releases, blogs, videos, podcasts, articles, newsletters, digital and social media – in a variety of styles tailored to suit the target audiences
- Take responsibility for creating and maintaining a range of content for the digital and social media platforms of R&I.
- Ensure that the NIHCR brand guidelines are upheld and consistently applied to all activities, by promoting templates and guidance, including uniform fonts, formatting and layout techniques.
- Take responsibility for developing and delivering R&I internal

communications plans and campaigns to raise colleague engagement and communication.

OPERATIONAL DELIVERY

- Work with patients, participants and other groups and forums that represent patient perspectives to develop good practice on engaging and involving a wide range of people in research
- Use your own specialist expertise and experience to speak confidently with internal and external stakeholders - including but not limited to - research teams, funders, commercial companies, the media and external collaborators on behalf of R&I
- Identify and maximise R&I communication opportunities by planning campaigns around key events, such as awareness days. For example, promote national NIHCR campaigns, such as Be Part of Research and Your Path In Research, collaborating with regional and national partners and local initiative such as R&I Voices.
- Organise and facilitate meetings, roadshows, displays, conferences and events with service user groups and other stakeholders
- Work closely with other communications teams in BRC, CRF and PRC across the partnership to maximise reach and impact.

MONITORING AND REPORTING

- To provide reports on the performance of communication activities in relation to strategy, objectives and action plans to the R&I Executive Group.
- To attend R&I management meetings and provide regular updates on activity and progress against objectives.
- Develop methods to evaluate communications and engagement activity performance against objectives, reporting these into the R&I Executive.

RESEARCH AND INNOVATION AT UHL

- Expect feedback, and share constructive feedback with R&I communications colleagues, to continuously develop and improve
- Take responsibility for personal career development by attending training courses as agreed with line manager and seek development opportunities where appropriate.
- Provide reasonable cover and general support to the R&I communications team during periods of absence and peak workload
- Any other duties commensurate with the grade, which support R&I in the achievement of their business objectives and legal obligations via effective communications and engagement.

GENERAL

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This job description indicates the main functions and responsibilities of the post. It is not intended to be a complete list. You may be required to undertake other duties from time to time as we may reasonably require.

You will be required to maintain compliance with all statutory and mandatory training requirements.

The link to the Trust's policies and procedures is:

<https://secure.library.leicestershospitals.nhs.uk/PAGL/SitePages/Home.aspx>

Person Specification

Post: **Science Communications Manager**

Band: **7**

Criteria	Essential	Desirable	Stage Measured at A – application I – Interview T – Test
Commitment to Trust Values and Behaviours	Must be able to demonstrate behaviours consistent with the Trust's Values and Behaviours		Interview
Training & Qualifications	<ul style="list-style-type: none"> Educated to degree level (or have equivalent experience) in English, a PR-related discipline (marketing, media communications, journalism), or a science/health discipline Evidence of continuous professional development 	<ul style="list-style-type: none"> Project management training Post-graduate media/ PR/ journalism/ marketing qualification 	Application Interview
Experience	<ul style="list-style-type: none"> Experience of working in a communications or media team in complex organisations Experience of working in a public sector or higher education communications environment Direct experience of working in, or with, local, national, and international media Success in developing and implementing complex marketing and communications strategies and plans 	<ul style="list-style-type: none"> Experience of working in the NHS Experience of supporting patients or the public to engage in research or NHS service development Experience of leading marketing events Experience of delivering projects to defined metrics Crisis management 	Application Interview

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	<ul style="list-style-type: none"> Resource and budget management, including managing others on a project basis, such as creative agencies Experience of planning, managing and evaluating communications activity in a complex and fast-moving environment 	<p>experience</p> <ul style="list-style-type: none"> Experience of developing and delivering training 	
Communication and relationship skills	<ul style="list-style-type: none"> Excellent interpersonal skills An understanding and experience of successful partnership working Ability to apply tact and sensitivity to establish trust and confidence Ability to persuade, negotiate and influence others Ability to plan and deliver complex, sensitive and sometimes challenging information Experience of communicating messages both internally, to a range of audiences and to the public effectively Ability to relate to people at all levels and to deal with senior colleagues with confidence Ability to successfully work across different groups of staff in order to obtain information <p>Empathetic approach to managing and resolving enquiries</p>	<ul style="list-style-type: none"> Effective networker Highly motivated with the ability to motivate and inspire others 	<p>Application</p> <p>Interview</p>
Analytical and Judgement skills	<ul style="list-style-type: none"> Specialist knowledge of a broad range of marketing and communications techniques, tools, approaches and procedures A strong understanding of the news agenda and how the media works Understand and respect the 	<ul style="list-style-type: none"> Knowledge of the research study lifecycle Knowledge of medical, scientific and research terminology Knowledge of clinical 	<p>Application</p> <p>Interview</p>

	importance of patient confidentiality	research in the NHS, commercial companies and academia	
Skills	<ul style="list-style-type: none"> • Copywriting • Proofreading and editing • Media relations • Digital • Social media • Print production • Commissioning / sourcing photography and images • Ability to apply brand guidelines effectively and accurately and experience of acting as a brand champion • Can analyse and interpret complex facts or situations • Strong problem solving and decision making skills • Advanced IT skills, especially experience of website technology and social media management tools • Ability to prepare and deliver presentations and reports to a high standard <p>Experience of producing a wide range of written information</p>	<ul style="list-style-type: none"> • Use of Google platform • Use of Wordpress and similar web content management systems • Podcasting • Graphic design 	<p>Interview</p> <p>Test</p>
Planning and organisation skills	<ul style="list-style-type: none"> • Ability to manage time effectively, work under own direction and prioritise workload • Deliver results consistently to tight deadlines and remain calm under pressure • Recognise when to seek advice and support, with an awareness of own limitations • Ability to plan and manage and adjust complex projects / programmes / communications campaigns and events, 		Interview

Job Title:
Date Finalised:

	involving multiple stakeholders and tasks <ul style="list-style-type: none"> • Proven ability to lead and deliver on multiple projects Flexible and adaptive to incoming work.		
Equality, Diversity and Inclusion	<ul style="list-style-type: none"> • Able to demonstrate a commitment to and understanding of the importance of treating all individuals with dignity and respect appropriate to their individual needs. • All staff are expected to engage in compassionate and inclusive leadership in the provision of high quality care and interactions with others 		Interview
Other requirements specific to the role	Must be able to demonstrate behaviours consistent with the Trust's Values and Behaviours		Interview