

JOB DESCRIPTION

JOB DETAILS

Job Title:	Communications and Engagement Lead
Department / Ward:	Communications and Engagement Team, Greater Manchester Cancer Alliance
Division:	Greater Manchester Cancer Alliance
Base:	The Christie NHS Foundation Trust, Withington site (travel around Greater Manchester and Cheshire may be required)

ORGANISATIONAL ARRANGEMENTS

Accountable to:	Director of Early Diagnosis and Commissioning
Accountable for:	Communications Managers (Band 7, x2) Communications and Engagement Officer (Band 5) PPIE Manager (Band 7) User Involvement Manager (Band 6) PPIE Project Support Officer (Band 5)

JOB PURPOSE

This role covers two core programmes of work:

- External communications
- Patient and public involvement and experience (PPIE)

The role is to lead the communications and engagement plan in line with the Cancer Alliance's delivery plan, reporting in to NHS England's annual delivery plan for cancer, whilst working with colleagues in the Greater Manchester Integrated Care Board.

This involves developing a strategic plan for external communications and also developing a strategic plan for Patient and Public Involvement and Engagement (PPIE), including overseeing our Greater Manchester Cancer Voices Community.



The below description is an outline of the tasks, responsibilities and outcomes required of the role. The post holder will carry out other duties as may reasonably be required by their line manager and the job description and person specification may be reviewed on an ongoing basis in accordance with the changing needs of the organisation.

DUTIES AND RESPONSIBILITIES

The roles and responsibilities of this post are as follows:

- Take a project management role in the development of a Greater Manchester Cancer Plan; taking the lead on the visual identity and working with communications and engagement colleagues across Greater Manchester to socialise ideas and lead on effective communication.
- Liaise with the NHS England Cancer Programme, National PPIE Leads, NHS North West Communications Team, Greater Manchester ICB Communications Teams and PPIE Teams and the Greater Manchester Cancer Alliance teams to lead the development and implementation of the Greater Manchester Cancer communications and engagement strategy and delivery plan.
- Provide strategic advice and guidance, scope, plan and provide communications and engagement support for different projects and programmes, including Greater Manchester-wide events and campaigns. This will support the strategic objectives, vision and key initiatives of the Alliance to support the delivery of the NHS England's Planning Guidance.
- Ensure that communications and engagement is managed effectively by working with the relevant programme teams and key stakeholders to ensure a strategic and tactical approach to communications and engagement implementation and delivery.
- Constantly review activity and effectiveness and update the communications and engagement strategy and implementation plan accordingly.
- Be the subject matter communications and engagement expert and provide support and advice to communications and engagement colleagues in other themes/programmes.
- Manage proactive and reactive media activity (including broadcast, digital and print) and manage reputational risk for NHS cancer services in Greater Manchester and of the Cancer Alliance as a whole. This will involve preparing suitable media statements, considering and managing media requests, media training senior directors and spokespeople and proactively "selling in" stories to the media. This work will focus specifically on supporting the Alliance's Early Diagnosis agenda.
- Support pathway board teams to develop public awareness and behaviour-change campaigns, to support early presentation and diagnosis, including



targeted campaigns to communities highlighted as part of our health inequalities agenda. This will be in line with the Early Diagnosis Steering Committee, ensuring activities are prioritised in line with our delivery plan. You will focus on Early Diagnosis projects, whilst also supporting the GM ICB's screening team with communications activities

- Ensure patient and public voices are captured and considered throughout all of the Alliance's work, including by working with underrepresented communities, developing our own User Involvement Programme and encouraging increased uptake of NHS England patient experience surveys, such as the Quality of Life (QoL) survey and the Cancer Patient Experience surveys (CPES and U-16 CPES). You will work in tandem with the Personalised Care team to consider how Experience of Care can be improved for patients using this insight. You will also use this insight to support Early Diagnosis projects, to target underrepresented communities at higher risk of health inequalities or experiencing poorer outcomes.
- Support the design, development and delivery of key events, including the Greater Manchester Cancer Conference and Awards. This includes liaising with the National Cancer Programme for NHSE representation, senior leaders from across Greater Manchester, The Mayor's Office and Greater Manchester Combined Authority and the wider NHS workforce in GM. You will ensure patient voices and ideas are encouraged and incorporated throughout. You will also be responsible for undertaking post-event analysis to shape future events.

You will be expected to work flexibly and support other organisational priorities as necessary.

task and finish groups and staff brought in to support specific events.

COMMUNICATION AND SUPPORT

This role requires excellent interpersonal communication skills; active listening skills, excellent facilitation skills working with dynamic individuals, good time management and written documentation skills and a high degree of attention to detail.

You will provide and receive highly complex and sensitive information and apply a keen understanding of both local and national politics and their impact.

You will also liaise with other GM ICB teams to ensure a strategic and tactical approach to communications and engagement implementation and delivery, in addition to developing close working relationships with the other key stakeholders listed within this document.

SET-UP AND ORGANISATION

You will manage, deploy and co-ordinate resources effectively, including staffing, financial and ICT requirements. You will manage budgets for Greater Manchester-wide events and a communications budget.

PLANNING AND REPORTING



You will lead the development, implementation and delivery of the Greater Manchester Cancer communications and engagement plan. You will be responsible for ensuring all delivery milestones are in place and met.

You will provide robust and effective analysis of different approaches and outcomes to inform strategic objectives in relation to the Plan to ensure the best approach is taken.

You will be responsible for evaluating the delivery of the communications and engagement activity and report on this through the relevant governing structures. You will use this to regularly review strategy and approach and make changes where necessary.

You will effectively manage risk through effective analysis, mitigation and contingency planning.

Key working relationships

- Medical & Associate Directors
- GP & Macmillan Leads
- Early Diagnosis and Commissioning Director
- Early Diagnosis Steering Committee
- Communications and Engagement Lead at GM ICB, NHS NW, NHSE
- Greater Manchester Programme, Project and Pathway leads
- Team members
- Voluntary, community and social enterprise sectors
- GM Communications and Engagement community (including Head of Comms at Trusts and localities and Patient Experience teams)
- National and regional PPIE teams
- Local and national media contacts

LEADERSHIP AND EXPERTISE

You will be a member of the Cancer Alliance's Senior Management Team (SMT), supporting SMT to make key decisions and manage risks and be the SMT reporting lead of the subjects of external communications and Patient and Public Involvement and Engagement.

You will be confident and experienced in dealing with the media, including in handling reactive and crisis media issues, in order to advise the Senior Management Team and Clinical Leads at the Alliance.

You will be experienced in working alongside a wide range of stakeholders, including the public and service users.

The post holder will also:

- Represent Greater Manchester Cancer Alliance in a professional and positive manner



- Contribute to the team by developing and sharing knowledge, experience, skills and best practice
- Follow prescribed Greater Manchester Cancer Alliance policies and procedures in all relevant aspects of management
- Ensure that projects are delivered within the available resources and agreed timescales, providing regular reports and raising significant problems/issues in a timely manner
- Exert influence upon key stakeholders to ensure that the team's goals and objectives remain a priority in their own work programmes

Date Prepared: 02.04.24

Prepared By: Anna Perkins – Communications and Engagement Lead

Agreed By:

Employee's Name and Signature:

Date:

Manager's Name and Signature:

Date:

Date Reviewed:

Reviewed By:



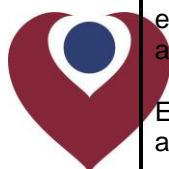
PERSON SPECIFICATION

Job Title: **Communications and Engagement Lead (8b)**

	<u>ESSENTIAL</u>	<u>DESIRA BLE</u>	METHOD OF ASSESSMENT
QUALIFICATIONS	Specialist knowledge of communications, public relations, journalism and marketing communications techniques, approaches, procedures, health service communications, organisation, project management, external political environment: acquired through training to relevant degree level or equivalent plus training and/or experience in communications field to master's level equivalent.	Evidence of continuing professional development	Certificates/Application Form/ Interview



EXPERIENCE	<p>Specialist knowledge of: communications, public relations and marketing communications techniques, approaches, procedures; external political environment underpinned by theory and experience.</p> <p>Knowledge and experience of Patient and Public Involvement and Experience (PPIE) including managing risk, co-production methods and embedding and delivering opportunities for engagement.</p> <p>Knowledge and understanding of the health and social care sector</p> <p>Experience of developing, implementing and evaluating communications and engagement strategies, actions plans and campaigns – internally and externally</p> <p>Ability to operate dynamically in a constantly changing environment, and manage and prioritise multiple programmes of work.</p> <p>Experience of working in a demanding, high profile communications and engagement team – working to time and sensitive deadlines</p> <p>Previously responsible for a budget, involved in budget setting and working knowledge of financial processes</p> <p>Experience of working collaboratively with multiple organisations and stakeholders</p> <p>Understanding of the relationship between the Integrated Care Board, its partners and its long term goals.</p> <p>Proven experience of successfully managing and delivering complex communications and engagement work programmes.</p> <p>Experience of managing a team to deliver projects or events.</p> <p>Experience of employing national policies in local communications.</p> <p>Experience of managing a budget to deliver events and communications materials.</p> <p>Experience of involving and engaging people with a long term strategic vision and purpose</p> <p>Experience of working in a politically sensitive environment and demonstrating keen political awareness.</p> <p>Experience of considering equality issues for all programme or policy changes</p>	<p>Has an understanding of cancer services in Greater Manchester</p> <p>Has experience of working in patient engagement or patient and public involvement and engagement (PPIE)</p>	<p>Application Form</p> <p>Interview</p> <p>References</p>
------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------



SKILLS	<ul style="list-style-type: none"> • Demonstrates clear leadership on the subject of Communications and Engagement to internal and external stakeholders • Has excellent interpersonal skills, written and verbal communication skills • Can use Microsoft Word, Excel, PowerPoint software to a high standard • Can produce concise and insightful written materials for senior stakeholders or a broader audience as appropriate • Can create and deliver presentations to a broad range of different stakeholders • Can facilitate group activities with dynamic characters • Can influence and challenge other team members and senior colleagues when necessary • Numerate and able to understand complex information • Can analyse very complex information from a wide range of sources where material may be conflicting • Uses experience to make inferences and act where information is incomplete • Can develop plans for the short and long term for services that extend across multiple organisations and adjust them as required • Can monitor progress against plans, managing and escalating risks and issues as appropriate • Can manage own workload and can work both independently and as part of a team to demanding and changing timescales • Team management and leadership 		Application Form Interview References
--------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	---------------------------------------------



VALUES	<ul style="list-style-type: none"> • Committed to quality in all that they do • Values diversity and difference and promotes equality of opportunity • Committed to facilitating involvement of patient and carers in the development of health services. • Committed to working to help clinicians deliver better outcomes for patients • Committed to the use of evidence and clinical consensus to bring about change • Operates with integrity and openness • Committed to personal development and supporting others to do the same • Energetic and enthusiastic, capable of generating enthusiasm in others • Challenges received wisdom and acceptance of the status quo 		Application Form Interview References
OTHER <i>(Please Specify)</i>	<ul style="list-style-type: none"> • Ability to travel across Greater Manchester as required • Used to working in a busy environment • Exposure to distressing or emotional circumstances 		Application/interview

Date Prepared: 12.09.23

Prepared By:
Anna

Agreed by: Employee

Perkins,
Agreed By:
Manager

Date Agreed:

Date Agreed:

Date Reviewed:

Reviewed by:

GENERAL STATEMENTS:

RISK MANAGEMENT

It is a standard element of the role and responsibility of all staff of the Trust that they fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.



RECORDS MANAGEMENT/DATA PROTECTION

As an employee of the Trust, you have a legal responsibility for all records (including patient health, financial, personal and administrative) that you gather or use as part of your work within the trust. The records may be paper, electronic, microfiche, audio or videotapes, x-ray images. You must consult your manager if you have any doubt as to the correct management of the records with which you work.

HEALTH AND SAFETY REQUIREMENTS

All employees of the Trust have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable the Trust to meet its own legal duties and to report any circumstances that may compromise the health, safety and welfare of those affected by the Trust undertakings.

CONFIDENTIALITY AND INFORMATION SECURITY

As a Trust employee you are required to uphold the confidentiality of all records held by the trust, whether patient records or trust information. This duty lasts indefinitely and will continue after you leave the trust employment.

All Information which identifies individuals in whatever form (paper/pictures, electronic data/images or voice) is covered by the Data Protection Act 2018 and should be managed in accordance with this legislation.

TRUST POLICIES

The Trust operates a range of policies, e.g. Human Resources, Clinical Practice (available on the Trust intranet). All Trust employees must observe and adhere to the provisions outlined in these policies.



EQUALITY, DIVERSITY AND INCLUSION

The Christie NHS Foundation Trust is committed to advancing equality, diversity and inclusion for all our patients, other service users and staff. We want to ensure that everyone who works at the Christie or uses our services is welcomed, valued and treated with dignity and respect.

It is your responsibility to understand and work in line with the Trust's equality, diversity, inclusion and human rights policies. You should value others and treat everyone you come into contact with at work with fairness, dignity and respect at all times and uphold their human and other rights.

INFECTION CONTROL

Healthcare workers have an overriding duty of care to patients and are expected to comply fully with the best practice standards. You have a responsibility to comply with Trust policies for personal and patient safety and for prevention of healthcare-associated infection (HCAI); this includes a requirement for rigorous and consistent compliance with Trust policies for hand hygiene, use of personal protective equipment and safe disposal of sharps. Knowledge, skills and behaviour in the workplace should reflect this; at annual appraisal you will be asked about application of practice measures known to be effective in reducing HCAI

ENVIRONMENTAL SUSTAINABILITY

All employees of the Trust have a responsibility to ensure they have an awareness of environmental sustainability issues which affect the Trust and to contribute to the achievement of the reduction of the Trust's environmental and energy performance footprint e.g. (but not limited to) the use of energy consumed in workspaces (heat/light/paper consumed) and to recycle consumable products wherever possible using appropriate facilities.

FLU VACCINATION

All Trust staff must take part in the Trust's annual flu vaccination programme and ensure they receive the influenza vaccination on an annual basis.

