Current vacancies

ICB Director of Engagement and Communications

Band 9

Main area
Engagement and Communications

Grade
Band 9

Contract
Permanent

Hours
- Full time
- Part time
- Job share
- Flexible working

37.5 hours per week

Job ref
471-4337107

Site
NHS Cornwall and Isles of Scilly Integrated Care Board

Town
39 Penwinnick Road, St Austell

Salary
£93,735 - £108,075 pa pro rata

Salary period
Yearly

Closing
31/07/2022 23:59

Interview date
05/09/2022

Job overview

The role is the senior strategic lead for communications, engagement and citizen experience for the integrated care board (ICB) and integrated care system (ICS) with regard to reputation management with key stakeholders (e.g executive and non-executive directors, media, MP's, councillors, partner organisations, the voluntary sector, patient representative groups, other influencers and opinion formers, unions/staff representatives and staff).

The role is expected to develop and execute both the ICB and ICS communication strategies and campaigns, working closely in partnership with our partner communications teams, the south west regional comms team and ICB citizen engagement, insights and digital team, to ensure the core messages are targeted and well received by our stakeholders.

The core role is acting as the ICB and ICS 'reputational guardian' and ensuring meaningful dialogue exists with key stakeholders.

To be the executive lead for NHS Cornwall and the Isles of Scilly ICB for; citizen and patient engagement, health and care citizen related research/insights, and citizen journey-mapping, that can help, advise and support our clinical service teams enhance our end-to-end patient pathways.

To apply for this role please contact Joanna Riley from GatenbySanderson via Joanna.riley@gatenbysanderson.com

Main duties of the job

- Responsible for establishing and ensuring an Integrated Care Board (ICB) and Integrated Care System (ICS) communications approach across Cornwall and Isles of Scilly (CIoS).
- To be the "reputational guardian" of the ICB Board and the ICS re communications.
- Lead on co-creation of a single ICS comms and engagement team for Cornwall and the Isles of Scilly.
- To work alongside both the southwest regional comms director and system comms leads.
- Develop, in collaboration, an inclusive ICB and ICS communications/PR strategies in response to our system's long-term plan (LTP) and consistent with the direction set by the Health and Wellbeing boards, the ICP/System Boards' direction.
- Enact the ICB Board agreed comms strategy to deliver a "step change" in understanding across CIoS key stakeholders of health and care issues (and solutions).
- Influence local, regional, and national media, and opinion formers, and engage regionally and nationally to proactively promote best practice in help transformation our developments.
- Provide strategic communications/PR oversight of and support to nationally mandated, regional programmes to ensure delivery against agreed timescales and outcomes.
- Work collaboratively with other system programme boards and groups and with our Chairs, CEO's, three Integrated Care Areas (ICAs), 16 primary care networks (PCNs) and various providers, to deliver System transformation communications campaigns.

Working for our organisation

NHS Cornwall and Isles of Scilly Integrated Care Board (ICB) is a statutory NHS organisation responsible for developing a plan for meeting the health needs of our communities, managing the NHS budget, and arranging for the provision of joined up health services which improve the lives of people who live and work in Cornwall and the Isles of Scilly.

By collaborating as an integrated care system (ICS) our health and care organisations can tackle complex challenges, including:

- improving the health of children and young people
- supporting people to stay well and independent
- acting sooner to help those with preventable conditions
- supporting those with long-term conditions or mental health issues
- caring for those with multiple needs as populations age
- getting the best from collective resources so people get care as quickly as possible.

Working with us

We are always keen to hear from people who would like to work with us, and we positively encourage applications from all sections of the community regardless of sex, sexual orientation, racial origin or disability.

Detailed job description and main responsibilities

PLEASE NOTE: To view the full job description and person specification, please view the 'supporting information'.

To be an employee of the NHS you need to successfully complete the following:

- Identity checks
- Professional registration and qualification checks
- Employment history and reference checks
- Work health assessments
- Criminal record check standards
- Right to work checks

For further information please visit:

nhsemployers.org/topics-networks/employment-standards-and-regulation

Person specification

Qualifications

Essential criteria

- A strong degree of equivalent
- Specialist communication qualification or equivalent experience or knowledge

Knowledge and experience

Essential criteria

- Experience of managing formal public consultation on service change
- Extensive experience at senior level with a large-scale communications function including stakeholder engagement
- Experience in an NHS or other politically high profile organisation
- Experience of successful media relations including confident handling of press, radio and TV interviews on contentious issues
- • Significant citizen led experience and transformation in a service led delivery arena.

Skills and abilities

Essential criteria

- Ability to innovate, recognise challenges, analyse problems and apply effective solutions
- Strong appreciation of being customer, citizen or patient centric in their thinking and approach
- Values led behaviours that can establish and maintain relationships with key people, both internally and externally and consistent with our visions and values
- Ability to work in a complex political environment to achieve successful partnering across systems and place.

PLEASE ENSURE THAT YOUR APPLICATION CLEARLY REFLECTS THE CRITERIA LISTED WITHIN THE JOB DESCRIPTION AND PERSON SPECIFICATION.

We positively encourage applications from all sections of the community regardless of sexual orientation, sex, racial origin or disability. We are committed to equal opportunities.

Please note that if a vacancy is marked 'internal' your application will not be considered if you do not fall within that category.

Your data:

In submitting an application form, you authorise us to confirm any previous NHS service details via the Electronic Staff Record Inter Authority Transfer process should you be appointed to the post.

The ICB is under a duty to protect the public funds it administers, and to this end may use the information you have provided on this form for the prevention and detection of fraud. It may also share this information with other bodies responsible for auditing or administering public funds for these purposes. For further information contact Carver Tedstone our anti-crime specialist from TIAA c.tedstone@nhs.net

Please note that information submitted in your application via NHS Jobs will be transferred to a third party e-recruitment system Trac for the management of the recruitment process. Your data remains confidential. Your data will not be shared with any further parties.

Should you be unsuccessful please be aware that your job application and related documents will be retained confidentially for a period of 13 months.

If you have any questions relating to this, please contact the Data Protection Officer by email

ccn-tr.SubjectAccessRequest@nhs.net

Your application:

Please note that if you have not received a reply within 21 days of the closing date you must assume that, on this occasion your application has been unsuccessful.

If you are invited for interview and the position requires a DBS check please see link below for guidance on completing the form.

If you are successful at the shortlisting stage of the recruitment process you will be contacted via e-mail to advise you to book your interview slot. Please ensure you access your NHS Jobs e-mail account regularly once the position has closed.

If you are unsuccessful at the shortlisting stage and wish to obtain feedback regarding your application, please contact the manager of the post as shown in the vacancy advert.

Employer certification / accreditation badges

SMOKEFREE
(opens in new tab)

Mental Health Friendly Employer
(opens in new tab)

disability confident EMPLOYER
(opens in new tab)

Documents to download

- Job Description (PDF, 715.3KB)
(opens in new tab)

Apply online now
(opens in new tab)

Further details / informal visits contact

Name
Carolyn Andrews

Job title
Executive Director Transformation & Partnerships

Email address
samantha.cox11@nhs.net

Additional information
Please contact Samantha Cox via email at samantha.cox11@nhs.net

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