JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Programme Communications Lead</th>
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<tbody>
<tr>
<td>Pay Band:</td>
<td>Band 8a</td>
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<tr>
<td>Hours of Work:</td>
<td>35 hours per week</td>
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<tr>
<td>Responsible to:</td>
<td>Programme Lead for the Cardiac Programme at Yorkshire &amp; Humber Academic Health Science Network</td>
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<tr>
<td>Accountable to:</td>
<td>• Programme Manager for the West Yorkshire and Harrogate Healthy Hearts Project at Yorkshire &amp; Humber Academic Health Science Network &amp; • Communications and Engagement Lead at West Yorkshire and Harrogate Health and Care Partnership</td>
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<tr>
<td>Working directly with:</td>
<td>• Communications and Engagement Leads from all organisations in the West Yorkshire and Harrogate Health and Care Partnership &amp; • Healthy Hearts Project team at West Yorkshire and Harrogate Health and Care Partnership and the Yorkshire &amp; Humber Academic Health Science Network</td>
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<tr>
<td>Base Point:</td>
<td>• Unit 12, Navigation Court, Calder Park, Wakefield. WF2 7BJ &amp; • White Rose House, Wakefield, WF1 1LT</td>
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<tr>
<td>Contract Type</td>
<td>Fixed term contract or secondment (until 30 June 2019)</td>
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Job Summary

This fixed term post will be a key member of the West Yorkshire and Harrogate Healthy Hearts project which is being delivered by Yorkshire & Humber Academic Health Science Network (Yorkshire & Humber AHSN) for and in partnership with the West Yorkshire and Harrogate Health and Care Partnership (WY&H HCP).

About the Yorkshire & Humber AHSN

Our vision is to improve the health and prosperity of our region by unlocking the potential of new ideas.

One of England’s 15 AHSNs, we were set up by NHS England in 2013 and relicensed from April 2018 to operate as the key innovation arm of the NHS.

We are unique. Our strength lies in our ability to operate locally because of the trust our member organisations have in us. We understand the needs of our health systems and are well placed to broker innovative solutions, while collaborating across England to take what works best and quickly spread it nationally.

About West Yorkshire & Harrogate Health Care Partnership

The WY&H HCP is one of 44 Sustainability and Transformation Partnerships established in England to support the strategic planning and development of Health and Care services, and delivery of the Five Year Forward View.

About the West Yorkshire and Harrogate Healthy Hearts project

The WY&H HCP have commissioned Yorkshire & Humber AHSN to support the delivery of their Healthy Hearts project.

In 2013 Bradford established a Healthy Hearts campaign to tackle heart disease and stroke across the area. It has helped to reduce hospital admissions by 10%, the prevention of 74 strokes and 137 heart attacks. The campaign has won a range of national awards. WY&H HCP intend to spread the approach that has been so successful in Bradford across the whole of their region.

Our aim is to reduce the number of people experiencing heart disease by 10% across the region by 2021. This would mean an estimated reduction of 350 strokes and 800 heart attacks.

About the role

The Programme Communications Lead will develop, deliver and evaluate a comprehensive communications and engagement strategy and plan for the
This work will include stakeholder engagement; managing internal and external communications channels; developing media relations, campaign and event planning and promoting the work of the programme through reputation management. This post will provide strategic advice and support to colleagues and stakeholders on the most appropriate communications and engagement approach, taking learning and best practice from the Bradford Healthy Hearts model, and support the work of the Yorkshire & Humber AHSN and WY&H Healthy Hearts project team.

The post will scope and cost the communications and engagement requirements for the project and provide delivery support both to the project team and Communications and Engagement Leads across the region.

Main Duties and Responsibilities

• Develop, implement and evaluate a communications and engagement strategy for the Healthy Hearts project including the identification of stakeholders and their information requirements. Ensure there is a continuous process of engagement and communication with all priority stakeholders.

• Set up a Communication and Engagement group for the Health Hearts project programme to represent the six local areas within WY&H HCP. Work with the programme's administrative support ongoing administration including ensuring actions are kept and monitored and meetings set up.

• Develop a stakeholder matrix to identify partners and define their relationship to the programme and level of influence. Establish and collate how and when stakeholders will receive their messages. Provide content appropriate to the stakeholder on the progress of the programme and any required actions, calls to action and key messages.

• Develop digital content for the programme including a WY&H HCP Healthy Hearts website with generic information on the home page and links to national work. Establish six local web portals with local editor rights and liaise with colleagues in each region to manage the content of these pages. Ensure the main website has appropriate content, is easy to navigate and reflects the latest situation. Liaise with localities to ensure content is available, comprehensive and accurate.

• Produce and maintain a communication and engagement toolkit of information products for use across the area.
• Ensure meaningful clinical, patient and public involvement at a WY&H HCP and local level. Collate activities taking place and planned at a locality level, highlight gaps in engagement, organise any necessary engagement events, coordinate support to any planned events.

• Produce a quarterly online newsletter/briefing for stakeholders providing an update on the progress of the Health Hearts project. Coordinate the content ensuring that it is created in the most appropriate format and language and disseminate in a timely manner.

• Manage a social media presence for the Health Hearts project including publishing and monitoring content on a variety of social media platforms.

• Set up and manage evaluation methods assessing the impact, effectiveness and reach of the communications plan, adjusting the plan based on the outcomes as required.

• Represent communications and engagement at the Progect Board and other key meetings, providing communications and engagement advice as required.

• Develop and maintain an excellent understanding of organisational relationships across the local health and social care system in order to identify and maximise opportunities for collaboration.

• Commission, write, edit, proof read, coordinate, complex internal, external content; write press releases, articles, presentations, social media, workshops, videos, e-mails, newsletters and marketing collateral etc, as required.

**PERSON SPECIFICATION**

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<tr>
<th>Qualifications / Knowledge</th>
<th>Essential</th>
<th>Desirable</th>
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<tr>
<td>• Educated to masters level or equivalent level of experience of working at a senior level in specialist area.</td>
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<td>• A marketing/strategic communications qualification or equivalent experience of working within a senior strategic communications, media centre or marketing lead role</td>
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<td>• Membership of a recognised professional communications or</td>
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<td>Experience</td>
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<tr>
<td>• Demonstrates strong knowledge of professional communication practice</td>
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<td>• Significant experience of working in the communications and engagement field and proven track record of delivery.</td>
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<td>• Experience in making the best use of technologies that support communications.</td>
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<td>• Experience of working with the news media</td>
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<td>• Experience of building effective networks including across organisational boundaries.</td>
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<td>• Knowledge and practical experience of developing communications and engagement plans</td>
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<td>• Planning and delivering effective public consultation and engagement and devising new ways of reaching and involving people.</td>
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<tr>
<td>• Effective use and integration of a number of communications channels and functions - engagement and consultation, internal communications, media relations, social media, marketing, events, campaigns, publicity, branding, design, digital and editorial.</td>
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<tr>
<td>• Writing and implementing effective internal and external communications strategies on complex and challenging issues and aligned to strategic aims.</td>
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<td>• Writing and producing corporate literature mapped to key organisational messages and strategy.</td>
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<td>• Previous experience of working in a busy marketing communication office environment, that has competing demands on time.</td>
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<td>• Experience of working for a large complex public sector organization (either in house or as contracted support).</td>
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<td>• Experience of working in health and care related voluntary or community sector</td>
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<tr>
<td>Skills / Competencies</td>
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<tr>
<td>Strong relationship management skills</td>
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<td>Specialist knowledge of communications and engagement techniques and approaches.</td>
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<td>High level of skill in using web-based communications, including content management systems, social media, logs and new/emerging digital communications technologies.</td>
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<td>Exceptional verbal and written communication skills</td>
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<td>Strategic thinking – ability to anticipate and resolve problems before they arise.</td>
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<td>Ability to respond effectively to sudden, unexpected demands.</td>
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<td>Ability to analyse complex facts and situations and develop a range of options.</td>
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<td>Take decisions on difficult and contentious issues where there may be a number of courses of action.</td>
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<td>Ability to work on own initiative and prioritise own workload.</td>
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<td>Ability to manage competing priorities and pressures for self and others in a challenging environment.</td>
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<td>Creative and innovative – developing novel solutions to problems and issues</td>
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<td>High level of personal motivation and resilience.</td>
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<td>Seeks and uses professional support appropriately</td>
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<td>Commitment to own personal development</td>
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<td>Good understanding of key issues facing the NHS and social care.</td>
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<td>Ability to travel across West Yorkshire and Harrogate</td>
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<td>Ability to work outside normal working hours on occasion with notice and prior agreement whenever possible.</td>
<td>✓</td>
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<td>Ability to interpret sensitive and complex information and translate into accessible communications for a range of audiences.</td>
<td>✓</td>
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<tr>
<td>Physical skills</td>
<td>• Working knowledge of Microsoft Office with intermediate keyboard skills.</td>
<td>✓</td>
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<td>Financial and Physical Resources Management Experience</td>
<td>• Previously responsible for a budget, involved in budget setting and working knowledge of financial processes.</td>
<td>✓</td>
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<td>Values and behaviours</td>
<td>• Commitment to and focused on quality, promotes high standards in all they do.</td>
<td>✓</td>
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