



Yorkshire
& Humber
AHSN

Transforming Lives
Through Innovation



Communications Manager

November 2020

Communications Manager Recruitment Pack
including Job description and Person Specification

If you want to make a difference in Yorkshire and the Humber – and beyond – you have come to the right place. We need determined and passionate people to work with us to deliver our wide range of programmes. We want people who look at our values and think.....yes, that's just where I want to be!

We use our skills, knowledge, networks and relationships to understand the healthcare system and patient needs locally and regionally. We develop projects, programmes and initiatives that reflect the diversity of our local population and its healthcare challenges.

You'll be responsible for making sure that our work and its impact is seen, understood and appreciated by our commissioners, clients and stakeholders. That means working closely with colleagues and external partners to find, present and share our news across all channels of communication, building collaboration with all partners. As well as producing the content, you'll also take the lead on deciding where and when it gets placed and you'll bring different elements together to create impactful communications that present what we do in the best possible light, stimulate interest and engagement with our work and grow our reach and potential.

You'll be joining a committed and high performing team that focuses on patient outcomes and supporting the people of Yorkshire and the Humber. We are committed to creating and sustaining a positive and inclusive working environment for all our employees to ensure our work and our workforce represents the communities we serve.

Applications should contain a CV and a covering letter. The covering letter should explain why you are interested in the role, why you would like to work with us at Yorkshire & Humber AHSN and what your knowledge and experience can bring to this role and our work.

Closing date is **Wednesday 18th November at 4pm** – late applications will not be accepted.
Applications should be sent by email to joanne.healey@yhahsn.com.

If you would like to speak to the Head of Marketing prior to making an application, please email David.shapland@yhahsn.com to arrange a suitable time for a discussion.

Interviews will take place on Friday 11.12.2020 via Microsoft Teams. Applicants will be informed if they have been offered an interview on 27.11.2020.



Our corporate mission, vision, ambition and objectives

Mission

Transform lives through innovation

Vision

To improve the health and prosperity of our region by unlocking the potential of new ideas

Ambition

“Within the next two years, evolve Yorkshire & Humber AHSN into a sustainable position as a trusted and valued partner delivering spread of innovation, quality improvement and economic growth locally, nationally and internationally in partnership with commissioners, clients, patients and the public”

YHAHSN Strategic Priorities (2020-2023)

- Deliver our Business Plan to meet the satisfaction criteria of our commissioners
- Reinforce our reputation as a trusted and valued partner with our stakeholders
- Sustain and grow our income by protecting existing sources of revenue and securing new ones
- Establish Yorkshire & Humber AHSN as a great place to work
- Exceed our statutory duties and obligations

<https://www.yhahsn.org.uk/>





Our Values



Stronger Together

We're confident in the results we can achieve when we're united with our colleagues, stakeholders and partners



Always Learning

Every day's a school day. We're constantly searching for ways to excel and work tirelessly to build our expertise



People People

We love catching up for a cuppa and a natter but, more than that, we're curious about what makes people tick



Energetic Pioneers

We find new things and ideas that can make a difference to the health of our region. This is what gets us out of bed in the morning





What we will give you:

- Starting salary of £41,738 with development to £46,955 depending on experience and performance
- 25 days holiday + 8 statutory days
- 3 extra days to take at Christmas/New Year (set by company)
- Flexible and agile working (all staff currently working from home due to COVID-19 as at November 2020)
- Contributory matched pension (up to 10%)
- Learning and Development
- Digital Perks platform (discounts off shopping and travel)
- Free parking at the head office in Wakefield
- Wellbeing programme
- Employee Assistance Programme/Mental Health First Aiders
- Social event programme (currently virtual events only)



Communications Manager Job Description

As a Yorkshire & Humber AHSN's Communications Manager you will be responsible for developing and implementing our media relations strategy as well as leading, coordinating and managing the production of high-quality communications content and resources that can be used both internally and externally to:

- Tell our stories, stimulate interest and engagement in the work the AHSN does and put the impact of that work in the spotlight, regionally and nationally
- Build effective relationships with stakeholders and partners to raise awareness of our work and our impacts
- Ensure colleagues are fully informed of our activities as well as those of the national AHSN Network and key partner organisations in our region

The post reports to the Head of Marketing & Communications and we're looking for an energetic and enthusiastic individual with exceptional presentation, written and verbal communication skills. As you'll be at the heart of planning and delivering all our communications activities you'll need to understand the 'voice' of the AHSN, be extremely well organised, have excellent attention to detail and be someone who can manage competing work priorities to tight deadlines.

You will be well versed in existing and emerging communications platforms and will understand the importance of an innovation-focused company projecting itself in a modern, impressive, and cutting-edge way. You will have incredibly high production values, as well as some awareness, and preferably experience, of public affairs activities.

Above all you will have a skillset identifying and crafting stories that represent our values and will ensure that the work that we deliver with our partners and public gets the attention and impact that it deserves.

Key Duties and Responsibilities

- Own the development and implementation of an overarching communications plan, and coordinate campaigns, tools and channels to support the organisation in achieving its objectives
- Take a lead role in managing and delivering corporate communications planning, covering both internal and external communications and the communications for the senior leadership team
- Collaborate with colleagues across the AHSN, and with external partners, to develop communications and engagement plans that raise awareness of, and build engagement with our programmes and projects
- Lead the development of a media relations strategy and implement media relations activity including identifying good news stories, researching and writing press releases





and building relationships with journalists from local, regional, national and specialist publications

- Develop and manage content for a range of communications and engagement tools including:
 - Websites
 - Social media channels
 - E-Newsletters
 - Research and produce impact case studies (both written and video)
 - Develop a programme of regular blogs, vlogs and podcasts
 - Coordinate the editing and production of corporate publications including the annual Business Plan and Impact Report, and other information materials
 - Develop impactful brochureware and presentation materials
- Horizon scanning for new opportunities to promote the work of the AHSN
- Research and evaluate new and innovative social, digital and offline communication tools and, where these are used, champion their use with colleagues and stakeholders
- Be responsible for developing and managing an awards strategy, and subsequent award entries, to raise the profile of the AHSN
- Manage internal communications tools and take a lead in ensuring colleagues and new starters are kept informed about, and involved in, the wider work of the organisation
- Support joint communications activities with regional and national partners
- Be a member of the internal Equality and Diversity group to ensure diversity, inclusion and equality is embedded in all communications
- Manage and evaluate communications and engagement activity and budgets to ensure agreed standards and targets are achieved and activities provide value for money
- Work with and manage external agency contracts related to lead area of responsibility, and developing tender documents / specifications / briefings for external suppliers of any relevant products and services
- Manage, motivate, support and develop our Marketing and Communications Officer to ensure that they are able to deliver their responsibilities
- Ensure all activity complies with current legislation related to data protection, accessibility and usability, and be alert to new / emerging regulations and guidelines such as the GDPR regulations

Education and Professional development

- Take every reasonable opportunity to maintain and improve professional knowledge.
- Develop own skills and knowledge and provide information to others to help individual and team development.
- Participate in personal objective settings and review, including a personal development plan.





Special Requirements:

- You may on occasion be required to work irregular hours in accordance with the needs of the role.
- You will routinely be expected to travel across the region, London and other locations to meet with members of the AHSN team, project stakeholders and others.

Health and Safety

- Ensure that you remain compliant with health and safety regulations and accepted safe practice at all times. Report any health and safety issues or contraventions witnessed anywhere within the business to your Manager or in their absence a Director.
- Work efficiently and responsibly within all areas of the Company in a safe manner sharing good practice with colleagues.

General

- You will contribute to continuous improvement of working practices.
- You will comply with all policies and procedures within the Company.
- Carry out all duties with regards to and ensuring equal opportunities and work with all employees within the Company in the fulfilment of our aims and objectives.





Communications Manager Person Specification (if not stated otherwise, the specification is essential)

Qualifications

- Educated to degree level or equivalent significant experience at a management level in communications, marketing or engagement

Knowledge & Experience

- Media relations strategy, planning and management
- Line management and team development
- Comfortable using content management systems, digital and offline tools, social media platforms and able to train others in their use
- Development of systems and processes to manage communications activity
- Creating and managing communications plans
- Setting and measuring progress against objectives
- Management of external agencies and suppliers
- Highly IT proficient
- Managing budgets
- Working knowledge of current data protection legislation

Qualities and abilities

- Excellent copy writing skills
- Persuading and presentation skills
- Organisation and prioritisation skills
- Attention to detail and planning skills
- Networking and spotting new opportunities

Personal characteristics

- Have a passion for the work we deliver
- Creative thinker
- Networker with a collaborative approach
- Committed to diversity, equality and inclusion
- Resilient
- Dynamic, energetic and resourceful
- Professional and organised approach
- Proactive and results orientated
- An attitude of continuous improvement and innovation

Other

- Ability and willingness to undertake frequent travel within the UK

