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| Job Title: | Internal Communications Manager |
| Reports to (job title): | Head of Marketing & Communications |
| Line Manager to: | N/A |
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## Job purpose

The Internal Communications Manager is responsible for delivering effective, engaging internal communications which brings us together as an organisation: building our culture, changing behaviour and unifying us as a team.

The post holder will be the enthusiastic, supportive gatekeeper of our colleagues’ attention. They will work with corporate teams and leaders to understand objectives and plan a proactive communications programme which delivers for everyone.

The post holder will deliver strategically aligned communications, and be the strongest dis-advocate for copy-and-paste communications and comfortable and happy to challenge upwards and across in the spirit of delivering for our colleagues and our business.

Base

The role will be based in an appropriate office location, with flexible working as standard.

This post is responsible for

understanding our colleagues and what the business wants to achieve and bringing these together through effective internal communications.

## Key responsibilities

**Planning**

* Plan and deliver a programme of communications which maximises utilisation of the Internal Communications resources towards the delivery of the organisation’s strategic objectives
* Support, either directly or through the provision of toolkits or similar, effecitve internal communications plans and campaigns to support the delivery of critical projects (such as change initiatives)
* Produce, or oversee the production of, communications materials by developing and authoring a variety of communications in a variety of formats (including but not limited to written, video, presentations)
* Develop KPIs and efficiently, and though automation, regularly report on the delivery of the Internal Communications programme and its effectiveness towards achieving the organisation’s objectives

**Other communications**

* Support other elements of communications, as required, such as supporting with crisis response or external communbications, where business need requires.

**Leadership**

* Provide strong leadership in line with the HCRG Care Group guidance and policies for the Internal Communications colleagues reporting to you, directly and indirectly
* Build strong collaborative relationships with managers and leaders from across the business, acting as a trusted advisor
* Deputise for other leaders within the function as required to support the organisation
* Develop, lead and create a high performing team with the right skills, capabiltiy and capacity to effectivley execute activity in the annual plan.

This description is not intended to cover every task that may be required of the post holder.

## Our values

Our values are our moral compass and core to our DNA. They underpin the way we deliver our services and treat those who use our services.

To many organisations values are just words which don’t translate into reality of the day to day but our values flow through everything that we do, they define who we are, what we stand for and set the expectations of our colleagues, communities, customers and partners. They have been defined by our colleagues and have been integral to our journey so far and will be integral to our future as well.

We have three values which help us stand out from the crowd, not just because there’s only three, but because they are unique to who we are. We care, we think, and we do.

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| **Care** | **Think** | **Do** |
| * Inspire * Understand * Communicate | * Challenge * Improve * Learn | * Accountability * Involve * Resilience |

## Confidentiality and Information Security

As our employee you will be required to uphold the confidentiality of all records held by the company, whether patients/service records or corporate information. This duty lasts indefinitely and will continue after you leave the company’s employment.

All information which identifies living individuals in whatever form (paper/pictures, electronic data/images or voice) is covered by the 1998 Data Protection Act and should be managed in accordance with this legislation. This and all other information must be held in line with NHS national standards including the [Records Management:  NHS Code of Practice](file://am-dar-fs01.assuramedical.local/Group/Medical_Services_HR/RECRUITMENT%20-%20NEW/Vacancies%20&%20Advertising/834-862-T3%20-%20Admin%20Receptionist/records%20management%20nhs%20code%20of%20practice) , [NHS Constitution](http://www.nhs.uk/choiceintheNHS/Rightsandpledges/NHSConstitution/Pages/Overview.aspx) and [HSCIC Code of Practice on Confidential Information](http://systems.hscic.gov.uk/infogov/codes/cop/code.pdf) and should only be accessed or disclosed lawfully. Monitoring of compliance will be undertaken by the Company. Failure to adhere to Information Governance policies and procedures may result in disciplinary action and, where applicable, criminal prosecution.

## Information governance responsibilities

You are responsible for the following key aspects of Information Governance (not an exhaustive list):

* Completion of annual information governance training
* Reading applicable policies and procedures
* Understanding key responsibilities outlined in the Information Governance acceptable usage policies and procedures including NHS mandated encryption requirements
* Ensuring the security and confidentiality of all records and personal information assets
* Maintaining timely and accurate record keeping and where appropriate, in accordance with professional guidelines
* Only using email accounts authorised by us. These should be used in accordance with the Sending and Transferring Information Securely Procedures and Acceptable Use Policies.
* Reporting information governance incidents and near misses on CIRIS or to the appropriate person e.g. line manager, Head of Information Governance, Information Security Lead
* Adherence to the clear desk/screen policy
* Only using approved equipment for conducting business

## Governance

Clinical governance is a framework through which organisations delivering health and care services are accountable to continuously improving the quality of their services and safeguarding high standards of care by creating an environment in which clinical and other forms of care flourishes. Employees must be aware that clinical governance places a duty on all staff to ensure that the level of care services they deliver to patients is safe and high quality, and that they follow/comply with our policies and procedures.

## Registered Health Professional

All staff who are a member of a professional body must comply with standards of professional practice/conduct. It is the post holder’s responsibility to ensure they are both familiar with and adhere to these requirements.

## Risk Management/Health & Safety

The post holder has a responsibility to themselves and others in relation to managing risk, health and safety and will be required to work within the policies and procedures laid down by the company. Staff are required to observe the Hygiene Code and demonstrate good infection control and hand hygiene.

Employees must be aware of the responsibilities placed on them by the Health & Safety at Work Act (1974) to ensure that the agreed safety procedures are carried out to maintain a safe environment for other employees, patients and visitors. It is essential to observe strict fire and security precautions at all times.

All staff must report accidents, incidents and near misses so that the company can learn from them and improve safety.

## Safeguarding Children and Vulnerable Adults Responsibility

We are committed to safeguarding and promoting the welfare of children and adults at risk of harm and expects all employees to share this commitment.

## Medicines Management Responsibility

Nursing or registered healthcare professionals

Undertake all aspects of medicines management related activities in accordance within the company’s medicines policies to ensure the safe, legal and appropriate use of medicines.

Skilled non-registered staff

Undertake all aspects of medicines management related activities in accordance with the company’s medicines policy where appropriate training has been given and competencies have been achieved.

## Policies and Procedures

All colleagues must comply with the Company Policies and Procedures which can be found on the company intranet.

## General

We are committed to serving our community. We aim to make our services exemplary in both clinical and operational aspects. We will show leadership in identifying healthcare needs to which we can respond and in determining the most cost-effective way of doing so.

We recruit competent staff that we support in maintaining and extending their skills in accordance with the needs of the people we serve. We will recognise the commitment from our staff to meeting the needs of our patients.

The company recognises a “non-smoking” policy. Employees are not able to smoke anywhere within the premises or when outside on official business.

## Equal Opportunities

It is the company’s intention to be an employer of choice and ensure that no job applicants or employees are unfairly disadvantaged on the grounds of gender, disability, race, ethnic origin, colour, age, sexual orientation, religion or belief, trade union membership or any other factors that are not relevant to their capability or potential. To this end, the company has an Equality and Diversity policy and it is the responsibility of each employee to contribute to its success.

## Flexibility Statement

This job description is not exhaustive and may change as the post develops or changes to align with service needs. Any such changes will be discussed directly between the post holder and their line manager.

## Personal Specification

Essential

* Strong communications skills with excellent written English
* Demonstrable experience of delivering and overseeing Internal Communications across a complex and large organisaiton
* Knowledge of the different and most effective ways to communicate with and engage a diverse and remote workforce within the health and care industries
* Structured and organised approach to time management
* Good attention to detail including informal proofing experience

Desirable

* Related degree or professional qualification
* Experience of coaching and developing more junior colleagues
* Solid understanding of the Health and Care sector
* Member of a prfessional trade body such as CIPR, PCRA or CIM with a commitment to continuous professional development

**Other requirements:**

You may be required to work at evenings and weekends where there is a business need to ask you to. You will be working as part of a business with a 24/7 operational and participation in an on-call rota supporting colleagues outside of usual office hours is part of the role.

Travel to our sites across England may be required, in particular to our offices in Farnham (Surrey), London and Runcorn.

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| Employee signature |
| Manager signature |