

Director of Communications
NHS Providers

October 2024

Brief for Candidates

Welcome

Thank you for your interest in joining NHS Providers.

NHS Providers is the membership organisation for the NHS hospital, mental health, community and ambulance services that treat patients and service users in the NHS. We help those NHS foundation trusts and trusts to deliver high-quality, patient-focused care by enabling them to learn from each other, acting as their public voice and helping shape the system in which they operate.

NHS Providers has all trusts in England in voluntary membership, collectively accounting for £124bn of annual expenditure and employing 1.5 million people.

We are highly regarded for our effectiveness and impact. We are the 'go to' organisation for comment and debate on the issues facing public providers of NHS services, and we believe that the work we do makes a real difference to our members, their staff, and patients.

As a busy, high-performing organisation, our defining purpose is supporting our members. We do this by seeking to influence the environment in which they operate, communicating the challenges they face, highlighting their successes, and helping them to navigate the complex times in which we live and work.

We are the go-to voice of the NHS provider sector, operating through multiple channels and drawing on our close contact and dialogue with members and stakeholders which, together with our inhouse expertise, has enabled us to develop unmatched authority, insight and impact.

Having grown our organisation significantly in recent years, we are now aiming to strengthen and deepen our influence on issues that truly reflect our members' priorities and build on our programme of support for them, helping to create the conditions for healthcare in the UK to thrive and flourish.

We are looking for a talented and driven director of communications to lead our communications directorate which encompasses our communications, design, digital, marketing and media teams. This is a significant leadership opportunity, sitting on the executive management team with collective responsibility for running a 100-strong organisation and leading nearly twenty professionals, supported by a head of communications and marketing, and a head of media, in close collaboration with our policy and strategy, development and engagement, corporate services and finance directorates. This role will be integral to ensuring the organisation's impact, speaking for

and supporting our members in the complex, challenging and fast-evolving health and care landscape.

This is an exciting opportunity for someone who is ambitious about the change we can make. You will inform and shape our voice and impact, playing a key role in our media activities in support of our chief executive, deputy chief executive and director of policy and strategy. You will be a creative and inspirational thinker, looking for novel ideas that capture imaginations - but that are backed by the rigour and evidence to achieve change. You will be a long-term strategist but be able to work at pace and with agility to react to the issues of the day thoughtfully and tactically. You will understand the healthcare environment but above all, you will work collaboratively with our talented and committed team.

If you believe you have the personal qualities, skills and experience we are looking for, we very much look forward to hearing from you.

Sir Julian Hartley
Chief Executive

Saffron Cordery
Deputy Chief Executive

How we work

Our values are at the centre of who we are, what we do, and how we behave:



Our strategic triangle sets out how we work at NHS Providers.



To find out more about us please visit <https://nhsproviders.org/>

Our communications directorate

We are looking for someone with a breadth of communications skills and strengths. Our communications directorate encompasses 18 people and the director of communications has responsibility for two direct reports and sits on our executive management team (EMT), also helping to shape strategy and development across our 100-strong organisation. As director of communications you will play a pivotal role in developing and strengthening our communications directorate. This will include ensuring we operate in an integrated way across our communications, policy and strategy, development and engagement and corporate services and finances directorates, enabling us to build on our success as an outstanding membership organisation.

Purpose of this role

To provide strategic leadership for the organisation's communications, marketing, media, digital and design functions, providing high level advice and support to the chief executive, deputy chief executive, chair and board, as well as playing a key role as part of the NHS Providers director team.

Corporate and organisational-wide strategic focus

Strategic director responsibilities

- Role modelling and promoting our values, principles and behaviours.
- Setting the overall strategic direction and leading the organisation.
- Attending the board of trustees alongside other director colleagues; supporting and contributing to the board papers and discussions.
- Championing equity and inclusive leadership. This includes supporting the organisation to realise its ambition to become an actively anti racist organisation, and continuing to work with members and staff networks to ensure our messaging internally and externally is inclusive.
- Providing advice to the chief executive, and deputy chief executive, as agreed with them. Acting as a trusted, supportive peer within the EMT.
- Playing an active role in budget management of the organisation.
- Contributing to and supporting the development and implementation of corporate policy; supporting colleagues within our corporate functions as appropriate.
- Offering constructive challenge and peer support.

Directorate priorities

- Leading on the development and implementation of a communications directorate strategy to complement and support our organisational strategy.
- Working collaboratively to plan, develop and implement our media activities to ensure we are the go-to voice of the NHS provider sector and influential, informed commentators on the NHS.
- Ensuring consistent, high quality, integrated marketing to drive high levels of membership participation and take-up of our networks, conferences, development programmes and other events, and to raise the profile of our commercial partners.
- Maintaining a high quality and cohesive brand and design across communication channels.
- Ensuring our new website (currently under development) is engaging, easily navigable, secure and accessible to showcase our activities and expertise, and support member engagement.
- Implementing our content strategy for quality assurance and consistency.
- Working closely with the policy team to produce high quality health policy reports and briefings for members and stakeholders.
- Supporting and delivering internal and corporate communications to support clarity, transparency and organisational cohesion.

Role Description

Job Title	Director of Communications
Reports to	Deputy Chief Executive
Accountable for	Two direct reports across directorate communications and marketing team of 18

Main Accountabilities

Voice

- Maintaining a strong and distinctive media presence, building on our authority and credibility as the go-to voice of the NHS Provider sector and influential commentator on health and care.
- Acting as one of the key NHS Providers media spokespeople, with the appropriate training and support, including out of hours, as agreed with line manager.
- Developing and adapting our digital presence in a turbulent, competitive landscape through social media, email marketing, our new website, videos and podcasts.
- Ensuring impact for our reports, briefings and other activities through cross-team working to help determine format, timing, and design – followed by close evaluation and presentation of analytics.
- Helping to ensure our outputs are of the highest quality, accuracy and evidence based.
- Ensuring strong and regular analytics of our channels and outputs.
- Ensuring our blogs provide impactful and insightful commentary from a range of internal and external contributors to reinforce our standing as a force for improvement, innovation and equity.
- Enhancing the profile and influence of the mental health, community and ambulance sectors alongside that of our acute members to promote a fuller and richer understanding of the work our members do, and the challenges they face.

Influence

- Playing a leading role in our external stakeholder management and intelligence gathering activities, through close and constructive dialogue with peers at a range of stakeholder organisations.
- Contributing to thought leadership through close collaboration with colleagues across the organisation and supported through our cross directorate working relationships.
- Support for partnerships with other organisations – offering communications input to a range of projects where we collaborate.

Support

- Marketing and promotion of our network, development and engagement activities including our support programmes and commercial relationships.
- Improving signposting, navigation and ease of access to our outputs and activities through our redeveloped website and improved UX.
- Playing a key role in the planning, marketing and delivery of our annual conference and exhibition (ACE) and other conferences and events.
- Providing support for trust communications leaders through our regular networks and NHS Communicate activities, including conferences, awards and initiatives to improve diversity and professional development.

Excellent organisation

- Developing and helping to deliver our internal, corporate and member communications to ensure impact and clarity while minimising duplication and messaging overload.
- Strengthening collaboration and understanding across teams.
- Providing support and leadership (including sponsorship) for our staff networks.
- Showcasing our work and demonstrating how we provide outstanding value for money for members.
- Supporting implementation of key corporate functions including IT and CRM, finance, HR, leadership support and commercial income.
- Website development to showcase our commitment to excellence on behalf of our members.

Line management

- Ensuring the directorate is effectively resourced.
- Line managing direct reports (heads of communications and marketing and media).
- Ensuring equitable recruitment in line with the organisation's values to recruit, retain and develop talented communications, design, digital, marketing and media teams.
- Quality controlling work produced by the directorate in conjunction with heads of marketing and media.
- Ensuring effective links between the communications directorate and other teams in the organisation, the deputy chief executive and the chief executive.
- Working in close collaboration with the deputy chief executive and keeping the deputy chief executive well apprised of team developments so they can fulfil their broader stewardship role across policy, strategy and communications.
- Taking accountability for the directorate budget and working jointly with the heads of marketing and media to manage the budget in practice.

Person Specification

In your application, please refer to Part One of the Person Specification set out below. Part Two will be explored at interview for selected candidates.

Part One

Knowledge and experience

- A significant track record at senior leadership level with extensive experience of leading on communications, design, digital, marketing and media.
- Sound experience of working at a national level in a similar role within a charity, membership body, national or NHS organisation.
- Track record of senior management experience within complex organisations.
- Good knowledge of media and social media landscape with proven record of driving engagement and delivering stories with impact.
- Experience of leading digital projects including website development and wider initiatives to upgrade and improve digital activities across a range of channels.
- Experience of successful marketing and communications campaigns based on innovative techniques and a clear-sighted understanding of distinct audiences.
- Strong understanding of health and care landscape and insight into the main challenges and opportunities for NHS trusts and foundation trusts.

- Demonstrable experience of leading, developing and building a strong and successful team.
- Solid experience of championing and applying the principles of equality, diversity, and inclusion.

Part Two

Skills and abilities

- Inclusive leadership with a proven commitment to equality, diversity and inclusion, and an ability to create environments where all staff can thrive.
- Highly developed influencing, negotiating and stakeholder management skills.
- Exceptional leadership and management skills with the ability to build and motivate a team, and manage, set and monitor performance.
- Demonstrable ability to manage change in a fast-paced environment.
- Sharp analytical and decision-making skills.
- A first-class communicator – written, verbal and presentational, with the ability to form and maintain productive working relationships at all levels.
- Excellent at working under pressure and meeting deadlines, acting on initiative and exercising good judgment.
- Sound ability to work in an agile way across multiple teams and to support others to do the same.
- High degree of IT literacy.

Part Three

Personal Attributes and Leadership Behaviours

- Excellent communication, networking, and interpersonal skills at a senior level.
- Pragmatic and able to think creatively.
- Able to engage confidently and effectively and take on board diverse viewpoints.
- Persistent and able to work on own initiative and under pressure, juggling a significant number of varied and differently shaped priorities.
- Innovative and resourceful in responding and finding solutions to challenges.
- A high level of self-motivation with a driven and proactive approach and collaborative mindset.
- A personal commitment to the purpose and mission of NHS Providers and the wider NHS, including our commitment to become an actively anti-racist organisation.

The post-holder may be required to undertake other duties which are broadly in line with the above key responsibilities.

Terms of Appointment

Remuneration

This role attracts a salary of circa £100,000 per annum.

Location

NHS Providers' office is located in Victoria, London. We are working in a hybrid format, where staff work five days a week, with one to three days in the office. Staff can apply to work permanently at home, and this will be considered on a case-by-case basis, taking into account individual circumstances, the nature of the role and operational needs.

NHS Providers is supportive of flexible working and will give reasonable consideration to requests for reduced hours/part time working, compressed hours, staggered hours (early start/late finish etc), annualised hours, and job sharing.

Staff Benefits

We offer a wide range of benefits, including:

- 30 days' holiday (for director-level positions) plus two additional days off at Christmas.
- Personal development training and memberships to professional bodies.
- Study leave, help another leave day, service-related leave and the potential to purchase up to five days extra off per year.
- Enhanced maternity and paternity leave pay.
- Season ticket loan for travel.
- Access to life insurance and dental plan.
- Enhanced pension scheme.
- Flu jabs.
- Eye test.
- Cycle-to-work scheme.
- Health and wellbeing initiatives.
- Access to the employee assistance programme, a confidential counselling service.

We also run a number of staff groups to provide support and a safe space to discuss issues that matter to staff:

- The Race Equality and Cultural Inclusion Group.
- Mental Health and Wellbeing Group.
- LGBTQ+ Group (Proud Providers).
- Disability Awareness Group.

Equality and Diversity

We're working hard to ensure that we are diverse and inclusive in all we do. This runs from how we gather, author and share the thought leadership that the organisation puts out to how we engage with our members and the wider public. It includes how we recruit staff and procure partners and services, through to how we give people opportunities to develop, grow and advance their careers.

We are committed to the development of positive policies to promote equal opportunities in employment, regardless of age, disability, gender reassignment, race, religion or belief, sex, sexual orientation, marriage and civil partnership, pregnancy, and maternity. This commitment will apply to recruitment and selection practices, learning, and development and internal promotions.

NHS Providers is committed to equality of opportunity and of eliminating discrimination. All employees are expected to adhere to the principles set out in its Equal Opportunities Policy and all other relevant guidance/practice frameworks.

How to Apply

We hope you will consider making an application to become our director of communications at NHS Providers. To apply, please provide:

- A CV (no more than three sides) or equivalent biographical information.
- A short covering letter that explains your motivation and responds directly to Part One of the Person Specification.
- Completed Equal Opportunities Monitoring Form.
- Please tell us if you are not available on any of the dates given for the selection process (outlined below).

The closing date is Wednesday 13 November, at 12 noon.

Selection Timetable

Panel interviews are expected to be held w/c 2 December 2024.