

## Job description

<b>Job title:</b>	<b>Head of Communications and Engagement</b>
<b>Salary:</b>	circa £70,000
<b>Hours:</b>	1.0 WTE / full-time @ 37.5 hrs per week
<b>Contract type:</b>	Permanent on KSS AHSN Employment Terms
<b>Location:</b>	KSS AHSN works on a hybrid basis. The successful candidate is expected to be able to attend meetings within the Southeast geography
<b>Base:</b>	KSS AHSN's primary place of business is The Beehive, located in Gatwick/Crawley, West Sussex. Other normal places of work include our satellite sites located in Guildford and Brighton. Contractually, your base will be KSS AHSN's primary place of business and other normal places of work (except home)
<b>Reports to:</b>	Medical/Clinical Director
<b>Accountable to:</b>	KSS AHSN Executive Management Group and Board

## Background

Kent Surrey Sussex AHSN (KSS AHSN) is the AHSN covering a geography which encompasses 4.7 million people within the Southeast of England. Our geography includes a large coastline, and coastal population; with affluence and poverty; with health and care challenges experienced by a growing elderly population, by international migrants, and by significant communities whose voices historically have not been heard.

We exist to transform lives and believe this is delivered by; understanding need at the front line of the receipt and delivery of care, through research and implementation of discovery, and through improvement and innovation. We work in partnership with industry, academia, the public and our three Integrated Care Systems (ICSs), acting as a guide and catalyst, and a facilitator of change. Our ambitions are to improve health and care outcomes and to support economic growth, through facilitating system-wide change. We believe digital and information availability are important enablers and whilst this is an important part of our work, this is not all that we do. We fundamentally believe that better health and care outcomes should be both acceptable and accessible to everyone. It is our job to ensure that pathways are formed and in place which allow anybody, from

any part of our society, to benefit from those outcomes.

Academic Health Science Networks (AHSNs) serve to connect partners from academia, NHS and local authority staff, patients and the public, and industry. The AHSN Network's purpose is to accelerate the process of innovation and facilitate the uptake and spread of new care that; delivers more and better outcomes, supports the workforce, and generates economic growth. There are 15 AHSNs across England, that work together, collaboratively, to achieve greater impact from their own local programmes and also to achieve faster scale uptake. Our work is funded by NHS England, with additional commissions that support patient safety (NHS Improvement) and our industry focus (Office for Life Sciences). All 15 AHSNs work locally, but together, to deliver a nationwide offer.

Our programmes also focus on local health priorities; as set by ICSs and coincide with NHSE Core20PLUS5 ambition for health equality and beyond that. In addition, we work to regional NHSE priorities. At present these priorities lie mostly within post-COVID recovery. We support our NIHR ARC with the collective skills of our staff and with spread and adoption of the research findings.

## Job purpose

As **Head of Communications and Engagement**, you'll play a key hands-on role that straddles our strategic and operational requirements. Responsible for reviewing our current approach and developing a refreshed communications and marketing strategy, you will lead the delivery of that strategy across KSS AHSN and the wider network, translating it for a range of audiences using a range of communication tools and ensuring maximum impact.

You will be responsible for developing a team to lead and bringing together all communications and marketing activities and taking ownership of the KSS AHSN brand, refreshing and re-invigorating our current approach. You will also be leading on the development of integrated marketing techniques; developing strategies to manage messages and deliver effective external and internal communications. You will be responsible for aligning these activities with the strategic business plan and organisational strategy, whilst developing KSS AHSN's digital and social media presence.

We are looking for someone who knows how to create and implement complex, multi-stranded communications and marketing strategies, both traditional and digital; who will manage the KSS AHSN brand across a breadth of audiences and media. You will have experience of organisational transformation and of change / engagement communications through change programmes. You will utilise available resources, social media and other creative agencies to apply the brand narrative.

Equally adept at strategic and tactical marketing, you'll have demonstrated outstanding influencing and interpersonal skills, at all levels, and a range of planning, analytical and project management abilities. You will be willing and able to work across all levels of colleagues and stakeholders to achieve goals. You will share KSS AHSN's values and behaviours and be passionate about making a difference, by bringing new ideas to the table and fully understanding the value of ROI and how to measure the impact of marketing.

## Key duties and responsibilities

- Lead the marketing, communications and engagement work, supporting the Board, the Executive Management Group and senior programme management team and other Network leaders.
- Lead on high-level reputational issues and urgent reactive communications.

- Develop effective, creative and clear marketing and communication strategies and operational plans (both internal and external) that are progressive and support KSS AHSN's business plan and programmes of work.
- Provide strategic communications advice and support to the Executive Management Group and Programme Delivery / Corporate Services colleagues, researching and writing briefings and other materials, as required.
- Provide professional leadership to what will become, the Marketing and Communications Department, as well as to associates, external agencies and suppliers - setting clear direction, objectives, budget and continually assessing impact to ensure that the function is providing appropriate channels of communication that support the entire organisation.
- Build and maintain effective stakeholder relationships across all of our stakeholder groups: our commissioners, health and care system partners, health tech innovators / industry partners, academia and research partners.
- Produce, implement and oversee the marketing and communications strategy to present and raise awareness to our stakeholders (in particular our ICS partners) that KSS AHSN is their 'go to' innovation partner, with focus on digital communications and growing our reach
- Represent KSS AHSN relevant forums and events ensuring our values and behaviours and business aims are effectively communicated and represented and that we are recognised as a strategic influencer and driver for change.
- Provide specialist expertise and leadership to continually develop, implement and review an effective marketing and communications strategy, reflecting organisational objectives.
- Support our stakeholders with telling their story and the support provided to them by the AHSN through case studies, digital media and other methods as appropriate
- Enhance the skills of our internal team to take ownership of their digital marketing and comms where appropriate to help extend our reach and impact
- Identify and respond to opportunities, challenges and risks, working closely with internal stakeholders, as appropriate.
- Develop and improve our processes, ensuring we have the right capacity and capability to deliver our marketing communications and engagement strategy.
- Work closely with the AHSN Network's comms group to develop a deep understanding of network priorities and activities and contribute to discussions about priorities, network activities and direction of the Network, both regionally and nationally.
- Responsible for the operational delivery of all aspects of the marketing, communications and engagement activity of KSS AHSN from ad hoc digital communications to more hands-on event management support
- Responsible for planning, setting and managing the budget for communications appropriately.
- Responsible for KSS AHSN's brand management and visual identity development, including digital content and social media presence.

This job description is designed to identify key responsibilities of the post. It is not an exhaustive list of duties and will be subject to amendment as necessary in consultation with the post holder.

## General responsibilities

- To act as part of 'one team'.
- To promote the values of KSS AHSN.
- To ensure effective communications within and between project teams, be involved in and participate in meetings, team briefings, development days, corporate events etc.
- To engage with line manager in regular performance and development reviews against agreed objectives. To be responsible for actively identifying own development needs and committing to a personal development plan based on continuous learning.
- To support on ad hoc requests in keeping with this job description.

## Values and behaviours

KSS AHSN has developed a clear vision for the direction of the AHSN. A set of values and behaviours have also been developed and agreed to underpin this vision. Our values and behaviours framework can be found below. Applicants and employees will be expected to demonstrate an understanding of and commitment to these values and behaviours, which will be assessed through the recruitment, selection and appraisal processes.

**Kent Surrey Sussex  
Academic Health Science  
Network**

**Innovation | Improvement | Impact**

Strive for, and inspire, excellence		Act with integrity		Value people		Work collaboratively	
We will:	We won't:	We will:	We won't:	We will:	We won't:	We will:	We won't:
Take pride in our work and celebrate our achievements	Become complacent or settle for less than our best	Act professionally and ethically	Compromise an individual's integrity	Recognise, respect and value others	Undermine or belittle one another	Work as one team	Work in silos or work against each other
Have courage, promote adventure and innovation	Create or allow blame or bullying cultures	Be transparent and honest, and promote a culture of openness	Be political or self-serving	Be kind, understanding and supportive towards one another	Blame or scapegoat one another if things go wrong	Create positive team environments	Be negative or have a bad work ethic
Embrace creativity and different viewpoints	Avoid difficult conversations	Enable people to speak up and have a voice	Discriminate or show favouritism	Promote inclusion and embrace diversity	Be dismissive of ideas and suggestions	Be willing to learn from others and adapt	Make assumptions or judge one another
Share knowledge and information	Knowingly keep people in the dark	Act on feedback	Moan without owning the issue	Listen to each other	Criticise one another	Provide constructive feedback	Take constructive criticism personally
Hold ourselves and each other to high standards	Misuse resources	Be clear about our roles and responsibilities	Over complicate information and communications	Provide opportunities for personal growth and development	Be inflexible	Provide clarity around our direction and aims	Procrastinate
Maximise our resources and productivity	Be inefficient	Take responsibility and be accountable	Make excuses	Promote well-being and a healthy work/ life balance	Tolerate poor behaviour	Be sensitive to others' work patterns and time commitments	Have unrealistic expectations of others

## Diversity and Equal Opportunities

It is the desire of KSS AHSN to broaden diversity within our workforce.

We are an equal opportunities employer and ensures that all new, existing and prospective employees are treated fairly through the principles of equal treatment and promotion of diversity.

This includes:

- ensuring that all individuals who come into contact with KSS AHSN, whether as employees, stakeholders or in any other capacity, are treated with dignity and respect;
- ensuring that the opportunities KSS AHSN provides for learning, personal development and employment are made available on a non-discriminatory basis; and
- providing a safe, supportive and welcoming environment for employees, stakeholders, visitors and others.

Along with all 15 AHSNs in the AHSN Network, we are committed to a [series of pledges](#) to further support the diversity and innovation agenda.

## Person specification: Head of Communications & Engagement

	<b>Essential</b>	<b>Desirable</b>
<b>Education, qualifications &amp; training</b>	<ul style="list-style-type: none"> <li>• An appropriate qualification in marketing, communications and engagement, and/or evidence of CPD.</li> </ul>	<ul style="list-style-type: none"> <li>• Masters' degree education.</li> </ul>
<b>Knowledge &amp; experience</b>	<ul style="list-style-type: none"> <li>• Significant senior strategic communication and or marketing manager experience.</li> <li>• Experience of managing, motivating, and directing teams, including reviewing performance and ensuring the highest standards are always maintained.</li> <li>• Substantial experience of developing and implementing strategies and campaigns.</li> <li>• Managing complex projects involving multiple stakeholders.</li> <li>• Advising strategic leaders on communications and engagement at Board and executive level.</li> <li>• Leading processes to map, prioritise and develop stakeholder engagement.</li> <li>• Substantial experience of planning and delivering both offline and digital marketing communications activities, including media relations, social media and website development.</li> <li>• Developing and implementing a wide range of communications and engagement tools and channels with ability to identify and target a wide range of stakeholders, using the appropriate channel(s).</li> <li>• Delivering written and verbal briefings and presentations to strategic audiences, often focusing on highly complex issues.</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic communications experience with a range of organisations including NHS, local authorities, government agencies as well as commercial sectors.</li> </ul>
<b>Skills &amp; abilities</b>	<ul style="list-style-type: none"> <li>• Excellent written and oral communication skills.</li> <li>• A high-level of interpersonal, communication and organisation skills.</li> <li>• Ability to create and implement complex and multi-stranded information with internal and external stakeholders and the media.</li> <li>• Highly digital / computer literate with experience of a range of software packages.</li> </ul>	

	<b>Essential</b>	<b>Desirable</b>
	<ul style="list-style-type: none"> <li>• Ability to manage budgets and external contracts to ensure the best value for money (ROI).</li> <li>• Experience of delivering organisational transformation and of change / engagement communications through change programmes</li> <li>• Excellent time management and the ability to prioritise and manage a highly complex workload with multiple projects, with minimal supervision.</li> <li>• Ability to manage budgets and external contracts to ensure the best value for money (ROI).</li> <li>• Ability to influence, negotiate and build trusted relationships at all levels.</li> <li>• Creative thinker able to think conceptually, laterally and with innovation to achieve outcomes.</li> <li>• Ability to evaluate communication and engagement strategies, plans, campaigns and tools both quantitatively and qualitatively and ensure future initiatives are informed by this learning.</li> <li>• Excellent analytical skills to ensure the true issues are identified and appropriate actions taken, and to seek out, identify and promote positive stories to build the reputation of KSS AHSN.</li> </ul>	
<b>Personal style &amp; behaviours</b>	<ul style="list-style-type: none"> <li>• Builds trust and works collaboratively to bring people together and harness a diverse range of expertise and experiences.</li> <li>• Constructively challenges current practice.</li> <li>• Communicates clear purpose and direction.</li> <li>• Takes a visible lead.</li> <li>• Helps others to develop themselves.</li> <li>• Influential leader with flair, creativity and energy.</li> <li>• Learning mind-set – a track record working on complex issues, embedding learning into practice and generating insight to inform approaches.</li> </ul>	
<b>Physical and other requirements</b>	<ul style="list-style-type: none"> <li>• Ability to travel, in particular, extensively across the Kent, Surrey and Sussex patch.</li> </ul>	<ul style="list-style-type: none"> <li>• Possesses a current driving licence and access to a car.</li> </ul>

Signed:..... Date:.....

[Post-holder]

