

JOB DESCRIPTION

JOB DETAILS

Job Title:	EHR Workforce Change & Engagement Lead
Department / Ward:	Digital Change & Governance
Division:	Digital Services
Base:	550 Wilmslow, Manchester, M20 4BX With work at any other Trust site as required This role allows partial remote working.

ORGANISATIONAL ARRANGEMENTS

Accountable to: Senior Digital Change and Governance Manager (Digital Services)

Responsible for: Digital Services Communication and Engagement

Other Reporting requirements: Business Manager (Digital Services)
Lead Digital Clinical Implementer (Digital Services)
Head of Product (Digital Services)
Head of Digital Portfolio (Digital Services)

JOB PURPOSE

1. Responsible for workforce change and engagement for Digital Services at the Christie NHS Foundation Trust.
2. The EHR Workforce Change and Engagement Lead will be responsible for all communications associate with the implementation of the new Electronic Health Record (EHR) system.
3. This is a specialist lead position, supporting the Digital Services at the Christie Foundation Trust with development and delivery of communications and engagement plans, campaigns and strategies with the wider workforce, particularly relating to Digital Projects and key Digital Changes.
4. You will be leading and managing complex cross-functional workforce transformation and engagements, with significant HR and organisational development insight and change management skills.



5. Providing communications and engagement advice and support to senior managers, staff, projects, committees and others.
6. Advising on strategic objectives, influencing colleagues and committees on appropriate communications planning and approaches to support achievement of objectives and delivery of high-quality communications with both internal and external stakeholders.
7. Contribute to, and lead where required, lessons learned for all projects and changes that required change and engagement support.
8. The post-holder will be required to adjust, and review plans as necessary to meet continuing changes in requirements, complexity, and circumstances.
9. Developing and implementing a proactive media programme, acting as the primary point of contact for media enquiries and establishing and maintaining influential relationships with all stakeholders. Also, to manage reactive media enquiries effectively to ensure the, most positive reputational outcome for the Digital Services.
10. To provide reputation management advice to the Digital Services and media handling advice to members of the Digital Services where required.
11. To create a strong, recognisable brand identity for Digital Services that can be applied across all communication and engagement formats (email, SharePoint, documentation, exhibitions, LinkedIn etc)
12. To create channels of communications and sustainability where technology/product users can stay engaged with Digital Services
13. To deliver, refresh and update the overall Digital Services communications and engagement plan to ensure relevant and timely communication with all key stakeholders, including staff groups, voluntary and community organisations, carers and experts by experience, and increase awareness of key corporate and system messages and technologies/products.
14. Ensure effective planning and delivery of public engagement and consultation activities for Digital Services.
15. To manage the Digital Services presence on websites and staff intranet.
16. To provide support and input into the planning and co-ordination of major Trust-wide campaigns where overall co-ordination across the Trust is required to achieve Digital Services objectives.
17. Create communication toolkits for system leads to use in their respective deployments.
18. Monitoring and responding to feedback, and social media posts relating to Christie Digital Services.



19. Regular evaluation reports of communications impact and reach data, that are presented as updates to Digital Services board members.
20. To manage any delegated budgets effectively, always ensuring value for money
21. Develop the role into a substantive position, supporting the role's recurring and persistent need within Digital Services.
22. To directly line manage and subsequent roles or positions in Digital Services that directly relate to workforce change and engagement. To act as managerial cover, where required, for peers within the wider Change and Governance team.

DUTIES AND RESPONSIBILITIES

1. Work on their own initiative to manage their day-to-day workload and negotiate deadlines with managers and stakeholders.
2. Undertake surveys and audits to inform communications best practice, research or consultation activities, often using complex information and sensitive patient/staff views.
3. Day-to-day supervision of work and outputs of freelance, fixed term or agency staff to assist them when required in the delivery of specific communications projects or to help manage peak demands in activity.
4. Responsibility to commission and manage externally sourced design, print and photographic services, ensuring goods and services offer quality and value for money. Sourcing venues and event management.
5. Promote and encourage collaborative working relationships with colleagues in partner organisations including other NHS organisations in building the communications strategy for Digital Services
6. Respond helpfully to enquiries from the public contacting the communications department by providing advice and information. This will also involve gathering information and creating responses for any relevant audit enquiries.
7. Follow Trust-wide and ICB policies, procedures, and protocols.
8. Supporting the teams in digital services with a variety of communication can engagement needs to develop improved operations that can drive adoption of new technologies.
9. Ensure high-quality communications and engagement planning and delivery are carried out for Digital Services
10. Provide media handling services to safeguard the reputation of the Digital Services, including reputation management of complex and sensitive issues.



11. Ensure brand integrity is maintained – and improved where necessary - across Digital Services.
12. Ensure effective planning and delivery of public engagement and consultation activities for Digital Services
13. Manage the Digital Services presence on relevant websites, staff intranet and social media.
14. Ensure stakeholder management processes are in place within staff and public engagement network databases.
15. Research and analysis for evaluation reports. The post holder is required to:
16. Commission and manage externally sourced design, print and photographic services, ensuring goods and services offer quality and value for money.
17. Follow Trust-wide policies, procedures and protocols.
18. Take every reasonable opportunity to maintain and improve their professional development.

Date Prepared:	12.03.2024
Final Draft Prepared By:	William Pearse
Agreed By:	Heena Shafiq Jacqueline Bishop Patricia Reilly

Employee's Name and Signature:	Date:
Manager's Name and Signature:	Date:
Date Reviewed:	
Reviewed By:	



PERSON SPECIFICATION

Job Title: EHR Workforce Change & Engagement Lead

	<u>ESSENTIAL</u>	<u>DESIRABLE</u>	METHOD OF ASSESSMENT
QUALIFICATIONS	Master's degree in a related subject or demonstrable equivalent experience		Certificates/ I interview
EXPERIENCE	<ul style="list-style-type: none"> • Experience involving close working relationships with senior managers within a multidisciplinary environment. • External support contracts. • Substantial experience of delivering complex digital projects updates to a non-technical audience. 	NHS experience Communication experience in the NHS	Application Form Interview References
SKILLS	Excellent written and verbal skills. Strong communication languages and times	Dealing with complex information and relaying to a diverse group p	Application Form Interview References
KNOWLEDGE	Communication channels c Develop a communication strategy. Communication and engagement planning and execution	Wider work and experience of technical to non-technical communication and engagement	Application Form Interview References
VALUES	Strong value that fit the organizations		Application Form Interview References

Date Prepared:
Agreed by: Employee
Date Agreed:
Date Reviewed:

Prepared By:
Agreed By: Manager
Date Agreed:
Reviewed by:



GENERAL STATEMENTS:

RISK MANAGEMENT

It is a standard element of the role and responsibility of all staff of the Trust that they fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

RECORDS MANAGEMENT/DATA PROTECTION

As an employee of the Trust, you have a legal responsibility for all records (including patient health, financial, personal and administrative) that you gather or use as part of your work within the trust. The records may be paper, electronic, microfiche, audio or videotapes, x-ray images. You must consult your manager if you have any doubt as to the correct management of the records with which you work.

HEALTH AND SAFETY REQUIREMENTS

All employees of the Trust have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable the Trust to meet its own legal duties and to report any circumstances that may compromise the health, safety and welfare of those affected by the Trust undertakings.

CONFIDENTIALITY AND INFORMATION SECURITY

As a Trust employee you are required to uphold the confidentiality of all records held by the trust, whether patient records or trust information. This duty lasts indefinitely and will continue after you leave the trust employment.

All Information which identifies individuals in whatever form (paper/pictures, electronic data/images or voice) is covered by the Data Protection Act 2018 and should be managed in accordance with this legislation.

SAFEGUARDING

All employees of The Christie NHS Foundation Trust have a responsibility to safeguard children, young people, and vulnerable adults, regardless of their role. Appropriate and proportionate actions/interventions should be undertaken, documented, and escalated promptly to the Safeguarding Team within normal working hours, or the Duty Manager out of hours. This includes making safeguarding referrals, risk assessments, and incident reports, in-line with roles and responsibilities.



TRUST POLICIES

The Trust operates a range of policies, e.g. Human Resources, Clinical Practice (available on the Trust intranet). All Trust employees must observe and adhere to the provisions outlined in these policies.

EQUALITY, DIVERSITY AND INCLUSION

The Christie NHS Foundation Trust is committed to advancing equality, diversity and inclusion for all our patients, other service users and staff. We want to ensure that everyone who works at the Christie or uses our services is welcomed, valued and treated with dignity and respect.

It is your responsibility to understand and work in line with the Trust's equality, diversity, inclusion and human rights policies. You should value others and treat everyone you come into contact with at work with fairness, dignity and respect at all times and uphold their human and other rights.

INFECTION CONTROL

Healthcare workers have an overriding duty of care to patients and are expected to comply fully with the best practice standards. You have a responsibility to comply with Trust policies for personal and patient safety and for prevention of healthcare-associated infection (HCAI); this includes a requirement for rigorous and consistent compliance with Trust policies for hand hygiene, use of personal protective equipment and safe disposal of sharps. Knowledge, skills and behaviour in the workplace should reflect this; at annual appraisal you will be asked about application of practice measures known to be effective in reducing HCAI

ENVIRONMENTAL SUSTAINABILITY

All employees of the Trust have a responsibility to ensure they have an awareness of environmental sustainability issues which affect the Trust and to contribute to the achievement of the reduction of the Trust's environmental and energy performance footprint e.g. (but not limited to) the use of energy consumed in workspaces (heat/light/paper consumed) and to recycle consumable products wherever possible using appropriate facilities.

