

Job Description

1. General Information

JOB TITLE:	Head of Communications
GRADE:	8c
DEPARTMENT:	King's Health Partners
Programme Office HOURS:	37.5
RESPONSIBLE TO:	Director of Partnerships and Operations, King's Health Partners
ACCOUNTABLE TO:	Director of Partnerships and Operations, King's Health Partners

King's Health Partners

King's Health Partners is an Academic Health Sciences Centre (AHSC) where world-class research, education, and clinical practice are brought together for the benefit of patients. One of eight AHSCs nationally, our partnership brings together three NHS Foundation Trusts (Guy's and St Thomas', King's College Hospital and South London and Maudsley), uniquely including both mental and physical healthcare providers, together with a world-leading university King's College London. We work to ensure that lessons from research are used more swiftly, effectively, and systematically, to improve healthcare services for everyone in our diverse local population.

At King's Health Partners, we see our role as unifying our partner organisations, and working closely with all our system partners including), the Health Innovation Network South London, our South East London Integrated Care System, and colleagues in our NIHR Applied Research Collaborative South London in providing system leadership to deliver outstanding care and improve the health and wellbeing of a large and diverse population of eight million people in south London and south east England.

This population has high levels of deprivation and inequality, and a higher-than-average prevalence of a range of conditions, including diabetes and psychosis.

We work on the most pressing health issues facing the world, including bringing together research and treatment of the mind and body, providing a comprehensive offering for local care from conception to end of life.

We have a broad research portfolio and a range of world-class research centres, including a National Institute of Health Research (NIHR) funded Biomedical Research Centre (BRC).

We bring together more than 46,000 NHS staff with nearly 40,000 students and academics, improving health and care services by translating early scientific research, discoveries, and ideas to

benefit patients and the communities we serve in south London and beyond. Together we represent a £5 billion partnership with more than 4.8 million patient contacts each year.

Our vision and ambition

In 2020, King's Health Partners [was successfully re-designated as an AHSC](#) for five years. In October 2020, we launched '[Delivering better health for all through high impact innovation](#)', our ambitious plan for 2020-2025.

King's Health Partners current AHSC designation and licence runs until March 2025, with an anticipated process running in Autumn 2024 (to be confirmed by NIHR/DHSC).

The King's Health Partners 2025-2030 strategy and implementation plan will be launched by March 2025. This will build out a clear vision and narrative from our strategic framework, working with Integrated Care Systems and Health Innovation Networks, together with patient and public engagement.

King's Health Partners is accelerating progress across three strategic priorities:

- Personalised Health
- Digital Health and Data Sciences
- Population Health

We have a mind and body approach, integrating mental and physical healthcare across everything we do, including addressing the inequalities in health outcomes experienced by people with mental illness.

We are committed to focusing our energy in these areas, driving change through clinical academic collaboration, and improving health outcomes through sustainable system partnerships.

The communications team

We provide a comprehensive communications service for King's Health Partners (KHP), enhancing and protecting the reputation of the partnership, engaging with our key audiences through internal and external communications.

This includes the strategic development and delivery of a wide range of channels including: external media handling; management of the KHP website; management of KHP's X page (more than 10,000 followers), LinkedIn (more than 2,900 followers) and YouTube management and content development; brand management across our four partners, charities and wide system network; events including several global seminar series, and our annual conference (more than 440 attendees in 2023); managing a comprehensive range of stakeholder relationships including with our system-wide stakeholders and the Integrated Care System, national healthcare bodies and political leaders, industry leaders and global industry, education and healthcare organisations; and developing a broad range of corporate publications and marketing.

We are committed to providing the best possible information to the wide range of audiences we serve both internally and externally to KHP.

Role Purpose

The Head of Communications will lead the KHP's comprehensive communications service and will provide overarching leadership of the impact and delivery of the KHP brand. The post reports to the

Director of Partnerships and Operations, King's Health Partners across the full range of organisational and strategic needs to further the vision and mission of the partnership, leading the development and implementation of integrated and creative communications strategies.

The role is a member of the KHP Executive Group.

The Head of Communications is a member of KHP's Senior Management Group working with the Joint Clinical Strategy Directors and Professors of key programmes to oversee delivery progress and is also a member of the KHP Business and Operational Management Group.

This post will lead communications across King's Health Partners and will help shape delivery of the mission and promote the presence, good reputation, and standing of King's Health Partners at local, regional, national and international levels.

At a local and regional level, this post works very closely with the Director of Communications of the South East London Integrated Care System (ICS) with a responsibility for the communications of the emerging KHP-ICS joint population health programme. The post-holder will manage regular meetings and processes with the Director of Communications to drive the strategic planning, growth and promotion of all population health communications work for the joint programme. In driving this work, the post holder will manage and further enhance relationships with directors of communications and directors of public health across all south east London NHS trusts, boroughs and healthcare organisations (including Healthwatch, South East London Cancer Alliance, Black Thrive, Impact of Urban Health). They also work closely with partner trusts to support the Primary Care programme and drive its communications presence and connectivity across primary and secondary care networks across the system.

As the joint work between King's Health Partners and the South East London ICS grows, particularly in the workforce and digital areas, the post-holder will further strengthen the links and proportion of work being done with the ICS team and its Director of Communications. This growing body of work will continue to evolve the nature of this role and the team's relationship with the ICS to maximise on the opportunities of joint system working.

Within London, this post has responsibility for the communications of the new SC1 London Life Sciences Innovation District, which was jointly founded by KHP, Lambeth and Southwark Local Authorities and the GSTT Foundation. The Head of Communications has been instrumental in overseeing the development of a communications strategy and approach for the SC1 London Life Sciences Innovation District, and will oversee SC1 London's communications strategy and channel development and management.

This post also has a dotted line of management for the South East London Cancer Alliance's communications lead, overseeing its communications service and provision across its patient and public facing channels including website, social media and external media campaigns.

At a national level the post holds relationships with the wider Academic Health Science Centre network, playing a key role in the partnership's reporting and accreditation process into NHS England and Improvement and the National Institute for Health Research.

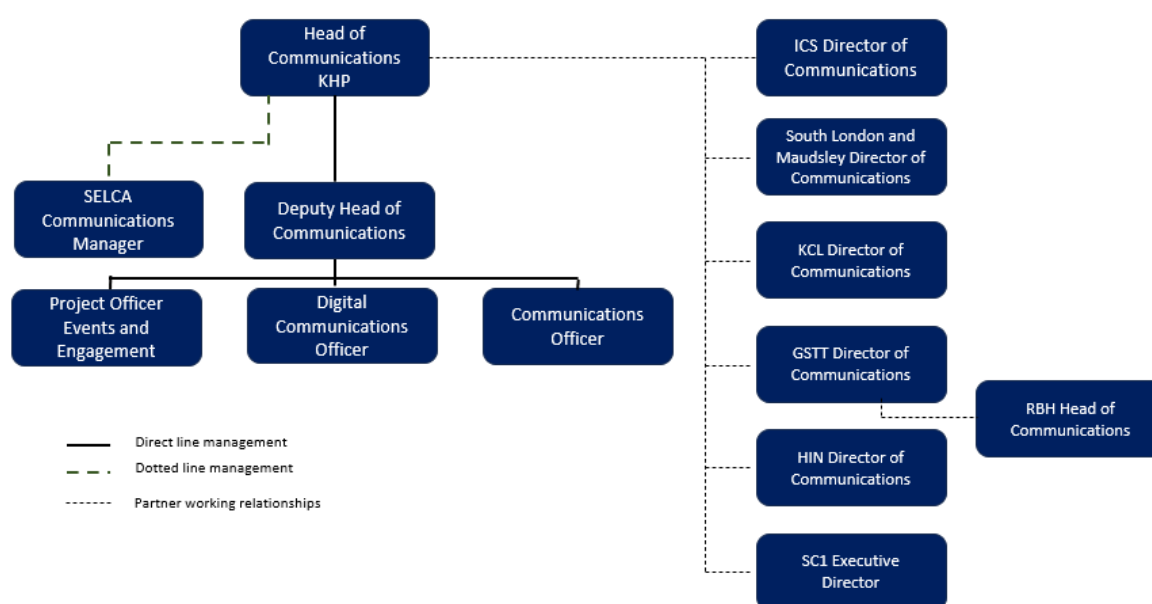
Globally, the Head of Communications holds direct relationships with directors and communications leads across the members of the European University Health Alliance, offering strategic advice on the development of the Alliance's communications strategy and delivery. It also works with a range of international partners to lead KHP's communications about joint work, e.g., with healthcare and educational organisations in Sydney, Denmark, the US, Africa and India.

The Head of Communications will ensure that all of our communications enhance our reputation and brand, reflecting KHP's strategic aims, vision, mission and values. They will also ensure that

developments in communications are aligned to KHP's business needs and priorities.

The KHP communications team reflects the increasing scale and profile of the partnership's work. The Head of Communications will play a vital role leading the communications strategy for our strategic priorities providing pivotal communications advice, oversight and guidance to both the central communications team and colleagues with responsibility for communications within the programmes.

KHP Communications Structure



Job summary

To lead and manage an effective and efficient communications function for King's Health Partners Academic Health Sciences Centre (AHSC). This includes:

- Leadership of the communications teams across the full range of communications activities, including professional management of associated communications staff.
- Management of the strategic planning, oversight of operational delivery and management of the budget for King's Health Partners' core communications strategy and functions.
- Providing strategic advice to the KHP Executive Director, Director of Partnerships and Operations, Director of Strategy, Executive Group and Senior Leadership Team on the strategic direction and approach for all KHP workstreams and proposals.
- Leading on the management, strategic planning, delivery, evaluation and continuous improvement of all KHP communications channels including its website, social media, internal and external events, stakeholder engagement and newsletter.

- Management of all media relations for the Academic Health Sciences Centre and its Senior Leadership Team.
- Leading on communications for the core programmes of work within King's Health Partners (Centre for Translational Medicine, KHP Digital Health Hub, Clinical Academic Groups and Clinical Academic Partnerships, KHP Mind & Body Programme, KHP Education and King's Clinical Academic Training Office (KCATO), the joint SEL ICS and KHP Population Health and Equity Programme, Academic Surgery) providing expert advice, guidance and oversight to embedded communications staff as required.
- Leading on relationships with our partnership's various fundraising teams, ensuring promotion of their work and campaigns, brand governance and alignment and offering strategic communications advice.
- Leading communications strategies for the development of the Clinical Academic Partnerships (CAPs) and Clinical Academic Groups (CAGs) , ensuring effective collaboration across partner organisation Communications Directors, providing appropriate communications leadership, direction and support for the programme boards, KHP Senior Leadership Team..
- Provide leadership and strategic communications direction for the Academic Health Science Centre's implementation of its strategy.
- Holding and building the relationships with other Academic Health Science Centres and Health Innovation Networks to ensure that KHP maintains a leading position in its field, working out and through external groups to achieve this.
- Holding and building our relationships with our four partner Communications teams, SEL ICS, and our key system stakeholder communications teams including the Health Innovation Network South London and NIHR infrastructure
- Leading and overseeing all international communications, including with EUHA, our Global Health programme and our international collaborations and partnerships.
- Providing expert advice, guidance and oversight to embedded communications staff and ensuring brand and style governance is maintained throughout all KHP sub-channels.
- Ensuring that all of KHP's communications channels and content are in line accessibility legislation and good practice, and building on diversity, inclusion and equity within all channels and content.
- Building on the success of the YouTube funded partnership for its health strategy for KHP, working with communications leads from King's College London and South London and Maudsley.
- Leading on strategic communications advice and guidance for our business and operational management and working with the other senior staff to support office, staff and operational management and direction.
- Leading the communications strategies for the Clinical Academic Partnerships , ensuring effective collaboration across partner organisation Communications Directors, providing appropriate communications leadership, direction and support.

Key relationships

This is a senior reputation management role to promote and protect the reputation of King's Health Partners Academic Health Sciences Centre.

The post holder will develop key relationships and networks across a range of internal and external stakeholders, including local, national and global partners.

They will inspire confidence and trust through their professional and personal capabilities and conduct and will develop proactive relationships with a broad range of key stakeholders in order to fulfil their role effectively. As a senior representative of the AHSC, in a high-profile role, it will be essential that all relationships epitomise the values of the organisations.

Internal

- Director of Partnerships and Operations, King's Health Partners
- Director of Strategy, King's Health Partners
- Executive Director, King's Health Partners and Vice-Principal (Health), King's College London
- King's Health Partners Board members including the university Principal, Trust Executives, Directors and Chairs
- King's Health Partners Executive Group members including Executive Deans, Medical and Strategy Directors
- King's Health Partners Senior Management Group
- Mind & Body Programme Director and Clinical Directors
- KHP Institute Directors
- IT/Digital Health
- Programme team colleagues
- Directors of Communications in KHP partner organisations
- Communications staff in partner Trusts' clinical groups and the Biomedical Research Centres
- Freedom of Information Managers
- Fundraising teams and partner charities
- In-country Global Health teams, e.g., Sierra Leone

External

- Directors of Communications in other organisations, AHSCs, HINss and across south London, including the SEL ICS and SWL ICS, and leading community organisations.
- NIHR
- Primary care systems and networks
- King's College London Council
- MedCity
- The south east London Integrated Care System (ICS)
- UK AHSCs and AHSNs
- MPs, Councillors, Overview & Scrutiny Committees and the GLA
- The Mayor of London's health team
- NHS London, NHS England and Improvement
- Department of Health and Social Care
- European University Hospital Alliance

- International collaborators, e.g., Denmark, Sydney, US, India.
- Local media
- National and trade media health specialists, including medical, nursing, scientific and industry publications
- Commissioners and commissioning support units in South East and South West London, and South East England
- Other south London providers and partners (e.g., St George's, Lewisham and Greenwich)
- Charities and campaigning organisations.

Duties and responsibilities

Strategic and Leadership

- Lead the management of a comprehensive communications service for King's Health Partners, which incorporates business as usual and core programme activity, in addition to development of the KHP programme teams.
- Lead the strategic communications on KHP's delivery and implementation of a new strategy.
- Lead the delivery of communications to support the KHP programmes including the KHP Centre for Translational Medicine, KHP Digital Health Hub, KHP Education, Academic Surgery and primary care programmes.
- Lead the development of and manage project-based communications plans across KHP as required. Examples would be Clinical Academic Group (CAG) activity which cuts across organisational boundaries, increasing complexity and requiring appropriate negotiation and influencing skills to achieve results.
- Lead programmes of proactive communications taking full advantage of all media tools and channels – event, print, broadcast and digital.
- Lead and facilitate the communication teams across King's Health Partners, working around the table with Communications Directors on King's Health Partners business.
- Provide expert strategic communications advice to King's Health Partners Board, Executive Group and Senior Leadership Team on management of external partnerships, as well as delivering internal and external stakeholder engagement activities.
- Lead on communications for KHP with Executives and Chairs and ensuring appropriate external communications are delivered to national and local external audiences such as Department of Health and Social Care, Overview and Scrutiny Committees, etc.
- Demonstrate excellent programme management skills in order to deliver a complex and demanding workload, which combines the delivery of long-term goals with short term projects.
- Organise the collection, cataloguing and evaluation of all KHP's appearances in the media.
- Monitor and track representation and profile across social and other digital media platforms.
- Provide professional communications leadership for the communications and engagement lead for KHP's joint population health and equality programme with the South East London

ICS.

- Oversee the communications and the development of the communications strategy for the emerging SC1 London Life Sciences Innovation District across all of its channels, assets and stakeholders.
- Oversee the communications of the South East London Cancer Alliance across all of its channels and networks.
- To liaise regularly with the Communications leads for the Health Innovation Network (HIN) South London, and other core programmes of work to ensure collaborative communication and messaging

Equality, diversity and inclusion (ED&I)

- To ensure the development of our partnership approach to improving health equity, and ensuring equity, diversity and inclusion (ED&I) and patient and public involvement and engagement (PPIE) are embedded into all communications activities. TO be a champion of ED&I as integral to this leadership role.

Website and Digital Communications

- Lead on the continued development, strategic aims and management of the website, overall web presence and social media presence for KHP
- Continue to lead the website's on-going evaluation, improvement and updates which reflect the most current positions and achievements across KHP.
- Lead and grow KHP's YouTube and patient information digital content in line with the YouTube partnership initiated by the Head of Communications.
- Lead on the development of a new internal/intranet space for our Clinical Academic Partnerships to facilitate networking and internal relationship and connection building.
- As digital technologies increasingly underpin the delivery of patient care and partnership working, ensure our websites and digital communications channels provide appropriate and effective points of access for all key audiences and stakeholders, integrating with other IT systems.
- Provide advice and support to Clinical Academic Groups and Partnerships on the development of high quality digital information for staff, patients, the public and referrers.
- Manage and oversee the maintenance and continuing development of the KHP website and presence of KHP on partner websites including:
 - ensuring the availability and smooth running of the website, and the content management system
 - resolving day-to-day management issues
 - resolving day-to-day technical issues
 - developing and maintaining effective processes and procedures to monitor and track performance
 - analysing incoming work requests, determining feasibility and delegating appropriately.
- Work with the partner digital leads to build KHP's comprehensive digital communications

strategy which reflects both KHP's corporate priorities and the rapidly evolving national policy context, including digital requirements and other new technologies.

- Lead on the assessment, insight-building, strategic planning and content development and improvement across all social media channels for KHP, including YouTube, LinkedIn, X, Instagram.
- Help to protect the reputation of KHP by managing the delivery of accurate and timely content across digital channels.
- Work with partner Communications Directors to ensure that the KHP Communications strategy takes account of the partner IT and communications strategies and sustainability and transformation plans.
- Ensure all sites are accessible and comply with appropriate guidance and legal requirements, meeting the needs of a diverse range of users, from those with limited digital experience through to people who are highly IT literate.
- Identify and develop digital solutions to enable KHP to communicate with key audiences more effectively.
- Act as a central point for expert advice and guidance on the KHP website and content management system and ensure that they are integrated with other projects across the partnership and that the importance of digital technologies is recognised and acted upon.
- Plan and oversee digital communications projects, such as the design and development of new digital communications.
- Lead the communications team to ensure KHP implements relevant digital health policy to our digital communications channels, in order to meet the needs of our patients, health partners and the wider public.
- Develop links with other organisations and websites, including stakeholder and partner websites and other national resources.
- Continue implementation, measurement and improvement of KHP's digital content strategy incorporating guidelines and standards for the design, content and maintenance of sites, ensuring that they are consistent with the KHP design requirements. This will involve interpreting NHS identity guidelines, industry best practice and relevant legal requirements.
- Develop the skill set of the KHP team web content owners and editors through the development and provision of training programmes and supporting materials and use of effective digital communications tools.
- Develop and maintain high quality content for all KHP communications and website.
- Lead on research and user testing for the development of any new KHP digital presence.
- Ensure that the KHP social media channels are integrated with our website. Contribute content to and administer the KHP social media channels.
- Event management and engagement
- Lead on strategic planning and oversight of all King's Health Partners events at the corporate level, including the King's Health Partners annual conference and other key

programme conferences, symposiums, etc.

- Lead on the identification, procurement, liaison and management of suppliers to support King's Health Partner's growing list of online and physical conferences and event series
- Manage the events service to offer proactive strategic alignment of all KHP events through an iterative and comprehensive events tracker and calendar.
- To proactively identify opportunities to promote King's Health Partners at appropriate conferences and exhibitions.
- To have a presence at relevant events run by partner organisation, including open days and widening participation events.
- To support and advise Clinical Academic Groups and work programmes with their own events.

Media relations

- To lead on media enquiries, liaise with colleagues to produce media statements in response to specific issues, set up interviews with and brief appropriate staff.
- To ensure appropriate partner engagement in the management of media enquiries
- Lead on the liaison with journalists and/or written statements and support staff members that may be interviewed by media - on presentation style and appropriateness of content
- To source proactive media opportunities on behalf of King's Health Partners
- To produce media releases and promote new developments to relevant media
- Horizon scanning and intelligence seeking in relation to proactive media opportunities for King's Health Partners.

Branding and design

- Lead on the development and promotion of the King's Health Partners brand
- Manage the communications team to ensure that partner organisations correctly use King's Health Partners branding and adhere to branding guidelines
- Ensure that all communications assets, content and channels adhere to accessibility guidelines and laws and equality, diversity and inclusion best practice.
- Ensure the communications team is up-skilled, trained and improving its capability using in-house design capabilities using packages such as Adobe InDesign, Canva, and other software.
- To source, establish and manage relationships with designers, printers and other external suppliers; commissioning and overseeing the design and production of regular promotional materials and one-off communications tools

Operational Management

- Lead the communications team and the SC1 Communications Lead (when in post) and SELCA Communications Lead. This will include:
 - setting objectives and reviewing the performance of the team, identifying individual training and development needs and promoting continued personal and professional development
 - managing sickness, disciplinary and performance issues in line with host Trust policies
 - ensuring compliance with all relevant host Trust policies and standing financial instructions
 - recruiting and inducting staff in line with host Trust policies and procedures.
- Provide professional leadership and oversight to new staff delivering communications in support of KHP programmes as the team grows.
- Ensure good and professional working relations with KHP partner organisation teams and leads, ensuring they are supported to deliver the correct branding and messages of the AHSC.
- The post-holder is a member of the KHP Executive Group, Senior Leadership Team and Business and Operation Management Group.
- The post holder will represent the King's Health Partners at high-level internal and external meetings and events as required and directed by the Director of Partnerships and Operations, KHP and the partner Directors of Communications. There will also be a requirement from time to time to attend high level meetings on behalf of the Director of Partnerships and Operations.
- Oversee the communication team's contributions to the Programme Office and KHP Executive Group, Senior Management Group and KHP Board, ensuring that its work supports and enhances the wider team. This will include report writing and support for strategic programmes of work.
- A key player in the KHP Heads of Department Group which ensures effective management of core programme activity and delivery of KHP mission and objectives. This will include regular attendance at HODs meetings to discuss capacity and workload, plan projects, manage budgets, and business planning/objective setting.

Financial responsibilities

- Provide advice and support to KHP Executive and team on the suitability of external suppliers of communications services, helping to ensure that projects are value for money, fit for purpose and consistent with IT/communications strategies.
- Manage the KHP communications and events budget (approximately £160k per annum).
- Ensure, at all times, that use of resources represent value for money and are properly accounted for, complies with the host Trust's procurement processes and meets statutory requirements.
- Commission or advise others on the commissioning of support from external suppliers, assuring quality standards are met and value for money.
- Work within agreed budgets and Trust Standing Financial Instructions and other relevant policies.

Information management

- Ensure that patient confidentiality is protected, at all times, and the provisions of the Data Protection Act are adhered to.
- Operate with discretion and professionalism in the handling of confidential and sensitive information.
- Establish and maintain effective data and content storage, retrieval and deployment facilities, which ensure both the protection and accessibility of digital content.

Education and professional development.

- Provide professional leadership to the team, overseeing their professional development and undertaking regular performance appraisals, including a formal annual appraisal.
- Understand the individual development needs of staff and provide personal development plans that support their needs and contribute to the communications department's business and skills needs.
- Maintain and enhance own personal and professional skills and competencies and with the Managing Director contribute to own performance appraisals and personal development plan.
- Keep abreast of professional, technological and digital best practice, methods and services that could enhance the role or team.

Other

- Lead on developing external relationships with communications representatives from other NHS organisations, medical research charities and patient support groups to maximise media opportunities, dissemination and impact of media activity.
- All team members will be expected to collaborate closely with colleagues across the whole team, both in their day-to-day work and to deliver major projects. This will ensure content is generated by all team members and shared and disseminated to relevant audiences via the most appropriate channels. All staff will be expected to remain up to date as new technology is introduced.
- All team members will work with colleagues to ensure that office systems are effective and run smoothly and that the department deploys its resources efficiently.
- Interpret policy to ensure the effective delivery of KHP's communications strategy, fully reflecting the different needs of a wide range of stakeholders.
- Contribute to the development and implementation of the KHP communications strategy, policy and practice, and to business planning as required.
- Monitor, review and evaluate the KHP website, overseeing the implementation of change to practice, procedures and service delivery where appropriate.
- Develop, review and update the KHP communications policies.

The following statement forms part of all job descriptions:-

The post holder is required to follow Trust policies and procedures which are regularly updated including:

Confidentiality / Data Protection / Freedom of Information

Post holders must maintain the confidentiality of information about patients, staff and other health service business in accordance with the Data Protection Act of 1998. Post holders must not, without prior permission, disclose any information regarding patients or staff. If any member of staff has communicated any such information to an unauthorised person those staff will be liable to dismissal. Moreover, the Data Protection Act 1998 also renders an individual liable for prosecution in the event of unauthorised disclosure of information.

Following the Freedom of Information Act (FOI) 2005, post holders must apply the Trust's FOI procedure if they receive a written request for information.

Information Governance

All staff must comply with information governance requirements. These includes statutory responsibilities (such as compliance with the Data Protection Act), following national guidance (such as the NHS Confidentiality Code of Practice) and compliance with local policies and procedures (such as the Trust's Confidentiality policy). Staff are responsible for any personal information (belonging to staff or patients) that they access and must ensure it is stored, processed and forwarded in a secure and appropriate manner.

Equal Opportunities

Post holders must at all times fulfil their responsibilities with regard to the Trust's Equal Opportunities Policy and equality laws.

Health and Safety

All post holders have a responsibility, under the Health and Safety at Work Act (1974) and subsequently published regulations, to ensure that the Trust's health and safety policies and procedures are complied with to maintain a safe working environment for patients, visitors and employees.

Infection Control

All post holders have a personal obligation to act to reduce healthcare- associated infections (HCAIs). They must attend mandatory training in Infection Control and be compliant with all measures required by the Trust to reduce HCAIs. All post holders must comply with Trust infection screening and immunisation policies as well as be familiar with the Trust's Infection Control Policies, including those that apply to their duties, such as Hand Decontamination Policy, Personal Protective Equipment Policy, safe procedures for using aseptic techniques and safe disposal of sharps.

Risk Management

All post holders have a responsibility to report risks such as clinical and non- clinical accidents or incidents promptly. They are expected to be familiar with the Trust's use of risk assessments to predict and control risk, as well as the incident reporting system for learning from mistakes and near misses in order to improve services. Post holders must also attend training identified by their manager, or stated by the Trust to be mandatory.

Flexible Working

As an organisation we want to support you to work in a way that is best for our patients, our staff and for you. Speak to us about how we might be able to accommodate a flexible working arrangement, if it works for the service, we'll make it work for you.

Safeguarding children and vulnerable adults

Post holders have a general responsibility for safeguarding children and vulnerable adults in the course of their daily duties and for ensuring that they are aware of the specific duties relating to their role.

Sustainability

It is the responsibility of all staff to minimise the Trust's environmental impact by recycling wherever possible, switching off lights, computers monitors and equipment when not in use, minimising water usage and reporting faults promptly.

Smoking Policy

It is the Trust's policy to promote health. Smoking, therefore, is actively discouraged. It is illegal within Trust buildings and vehicles.

Review of this Job Description

This job description is intended as an outline of the general areas of activity and will be amended in the light of the changing needs of the organisation. To be reviewed in conjunction with the post holder.

Updated April 2024

**PERSON SPECIFICATION**

Head of Communications, King's Health Partners

Requirements

	ESSENTIAL	A/I/T*	DESIRABLE	A/I/T*
Qualifications/ Education	<ul style="list-style-type: none">• Educated to Degree level or equivalent experience• Masters or equivalent experience• Evidence of continued learning/development and/or further study• Advanced in-depth specialist knowledge of own area of expertise acquired through training and relevant experience• Excellent IT skills	A	<ul style="list-style-type: none">• Post graduate communications or management qualification	A
Previous experience	<ul style="list-style-type: none">• Extensive experience of working in public relations or a communications environment, preferably within an NHS, Academic or Research setting• Experience in senior communications leadership and governance, including sitting on or working closely with Executives/Boards and material development.• Experience of developing and delivering business cases at Executive level• Extensive experience of producing a range of written information for a variety of audiences and a wide range of channels• Extensive experience of managing and developing internet sites with a strong understanding of digital technologies including mobile devices, social media channels and apps• Extensive experience of developing story and campaign ideas• Expertise in the principles of web usability and accessibility• Experience in video and content design principles and content management• Extensive experience of events management• Senior level communications management experience within a complex organisation	A		

	<ul style="list-style-type: none">• Political acumen and experience of working in a highly complex and sensitive environment• Significant influencing and persuasion skills• Extensive experience of stakeholder engagement, and creating opportunities and working collaboratively with internal and external partners• Significant experience of leading and managing a team, motivating, developing and leading them to achieve objectives. Experience must include objective setting, mentoring, recruitment and performance management and organisation change• Extensive programme or complex project management experience			
--	---	--	--	--

	<ul style="list-style-type: none"> • Budget setting and financial management • Formulation of policy and guidance, and production of detailed documents and corporate reports • Proven experience of providing an environment in which diversity is valued, and everyone is encouraged and supported to meet their full potential • Developing digital communications strategies and plans to support organisation priorities • Able to work with ambiguity in a changing environment • Experience of managing contracts and suppliers 			
Skills/Knowledge / Ability	<ul style="list-style-type: none"> • A strategic thinker • Able to deputise for Director of Partnerships and Operations/Director of Strategy as required • Excellent communication skills including: communication of sensitive and emotive issues, relating to people at all levels, dealing with senior colleagues with confidence, writing clearly for a range of audiences • Demonstrable skills to deputise for the Director of Partnerships and Operations/Director of Strategy and partner Directors of Communications at meetings where appropriate • Ability to command the confidence of colleagues, staff, Trust Directors and Board members • A good understanding of the NHS and the changing environment • Demonstrable utilisation of all media channels - print, broadcast and digital • Excellent knowledge of design principles for digital content • Knowledge of industry good practice, relevant usability and accessibility issues for on and off-line communications, current relevant legislation, and ability to adapt to any changes in legislation • Politically astute with proven track record of developing networks • Evidence of ability to deliver against targets • Ability to manage and deliver to deadlines within resources • Ability to think and plan strategically and to prioritise work programmes in the face of competing demands 	A	<ul style="list-style-type: none"> • Understanding of the current health policy developments and the NHS and Education environment 	A

	<ul style="list-style-type: none">• Excellent proofing and editing skills• Excellent numerical, verbal and critical reasoning			
--	--	--	--	--

	<ul style="list-style-type: none"> • Experience of dealing positively with organisational politics • Effective negotiation and influencing skills • Able to take the lead and facilitate new initiatives/change • Able to provide and receive highly complex, sensitive or contentious information • Ability to interpret research findings - quantitative or qualitative – from a range of sources • Understanding and respect for the importance of patient confidentiality • Proficient in the use of all MS Office programmes, particularly Word, Powerpoint and Excel. Also, systems such as Acrobat, Photoshop and CMS skills • Proficient in use of content management systems • Experience of design work and creating marketing materials • Ability to design and implement office administrative systems and processes 			
--	--	--	--	--

A=application

I=interview

T=Test/ assessment