

JOB DESCRIPTION

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| JOB TITLE: | Communications Manager – Change & Stakeholder engagement |
| GRADE: | N/A |
| DEPARTMENT: | Synnovis Human Resources / SYNLAB UK&I Marcoms |
| LOCATION: | Friars Bridge Court |
| RESPONSIBLE TO: | Director of Communications & Marketing, SYNLAB UK&I |

Synnovis

Synnovis is a scientific organisation with a clinical purpose, working in partnership with the Guy's and St Thomas' NHS Foundation Trust and King's College Hospital NHS Trust. As well as delivering pathology services, Synnovis is responsible for transforming the Trusts' existing hospital-based services into a world-leading, integrated 'hub and spoke' pathology network by 2025.

Combining clinical excellence with the very best in innovation and transformation, Synnovis is one of four NHS pathology partnerships within SYNLAB UK & Ireland. The other three are The Christie Pathology Partnership (Manchester), Pathology First (Essex) and Southwest Pathology Services (Somerset). We also offer drug and alcohol testing services via SYNLAB Laboratory Services and Lextox. More than 2,800 people are employed across the UK&I portfolio, performing 63 million tests a year.

This role will be based from SYNLAB UK&I premises in Southwark. We are part of SYNLAB Group – the leader in medical diagnostic services and specialist testing in Europe.

www.synlab.co.uk

Job Summary

This role supports the UK&I Communications & Marketing function, and Synnovis specifically, in both internal and external communications and stakeholder engagement.

Reporting to the SYNLAB UK&I Director of Communications & Marketing, this role will provide advice and support to the Synnovis internal comms and change teams (70%) and SYNLAB UK&I activity (30%).

Key Relationships

- Reports to Communications and Marketing Director, SYNLAB UK&I
- Synnovis' Internal Communications team

Stakeholders include:

- Synnovis Internal Communications team

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- Synnovis Human Resources team, specifically around change management and organisational change
- Communications leads across the SYNLAB UK&I services portfolio
- Executive Team & Senior Leadership Team Members (Synnovis and UK&I)
- Synnovis' external communications agency

Duties and Responsibilities

Synnovis (70%)

You will support the creation and delivery of both internal and external stakeholder communications specific to our transformation into a world-leading, integrated 'hub and spoke' pathology network by 2025. Of note for the internal engagement activity, are several waves of workforce changes that will be implemented over 2024 following a Collective Consultation process.

Working with Director of Communications & Marketing and Head of Internal Communications, you will define and own the umbrella Transformation messaging map, for both internal and external stakeholders, to ensure alignment and coherence of supporting themes/ messaging at each stage of the journey.

- **External communications:** Supporting the delivery of a consistent, coherent benefits narrative and details of the clinical impact of each phase of our transition of services into the hub, from 89 laboratories across 6 Trust sites.
 - Key audiences will include Primary and secondary care audiences (GPs, clinicians, community care), Trust partners, and third party customers.
 - Synnovis' communications agency has developed the overarching communications plan. This role will be the connector for an at-pace flow of information gathering, review & validation of detail, editing and message checking, between Synnovis Senior Clinical Leads and Transformation Leads, the Pathology Business Unit and the communications agency.
 - Support the Customer Engagement Manager in positioning and narrative for BAU engagement and incident communications (audiences include GPs, Trust clinicians, Third party customers)
- **Internal communications:** Supporting the Head of Internal Comms and the HR team in delivering appropriate communications to various cohorts of colleagues across a variety of sites at each of the next three waves of the Collective Consultation outcome implementation.

In doing so, you will ensure that the workforce change comms plans smoothly dovetail with wider employee communications plans and overarching narrative for Transformation and Migration activity in order to:

- Amplify the reach and awareness of the change narrative

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- Proactively engage with disparate lab locations and cohorts to understand the variety of concerns and sentiment.
- Champion the change journey and the TOM vision in the most passionate, professional and engaging way, both with internal, Trust and external audiences

SYNLAB UK&I (30%)

You will work with SYNLAB UK&I's Director of Communications & Marketing on the delivery of UK&I communications initiatives, both internal & external. These could include media relations, employee roadshows, social media, thought leadership, issues management, provision of counsel and advice to service areas, as well as UK&I wide employee updates and campaigns (operational performance, HR policies, events, DEI, ESG, business milestones), many of which require coordination with Synnovis.

General

The post holder may be required to carry out other duties in line with the grading of the post. The job description may be subject to change and, if so, this will take place in consultation with the post holder.

Confidentiality

The post holder must maintain the confidentiality of information about patients, staff and any other matters of a confidential nature including but not limited to commercially sensitive information.

Equality & Diversity

Synnovis is committed to achieving equality of opportunity for all staff and for those who access services. You must work in accordance with equal opportunity policies/procedures and promote the equality and diversity agenda of Synnovis.

Health and Safety

Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974), to ensure that agreed safety procedures are carried out to maintain a safe working environment for patients, visitors and employees.

Smoking Policy

Synnovis is a healthcare organisation and smoking is actively discouraged and is prohibited in the majority of our locations. Employees are not permitted to smoke or use e-cigarettes anywhere within any location in which they work or when outside on official business unless designated specifically for smoking or vaping purposes.

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Data Protection Act

Employees must not, without prior permission, disclose any information regarding patients or staff. In circumstances where it is known that a member of staff has communicated such information to an unauthorised person, those staff will be liable to dismissal. Moreover, the Data Protection Act (2018) also renders an individual liable to prosecution in the event of unauthorised disclosure of information.

PERSON SPECIFICATION

Requirements

(The requirements for a person specification can be divided into the categories shown below:-)

| | <u>ESSENTIAL</u> | <u>DESIRABLE</u> |
|---|---|---|
| Education Attainment/ Qualifications | A Level English language or equivalent. | Educated to degree level (communications or marketing related subject). Membership of a professional body eg IOIC or CIPR. |
| Experience required | Demonstrable excellence in written language, with proven hands-on responsibility for creating and delivering communications for change programmes and projects – for both internal and external stakeholders. Proven experience of bringing to life the organisational narrative and tailoring messages for a variety of audiences. From employee newsletters to press releases, Key Messages for C-suite to social media posts. Experience in managing PR/ communications agencies and internal stakeholders to deliver to time and budget across large scale projects. High degree of comfort with technology, with experience in delivering communications across internal and external digital platforms | Experience of working within a similar Pathology organisation or the wider NHS. |

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| | Development and management of social media channels | |
| Skills and Aptitudes/ Knowledge/ Ability | <p>Excellent written and verbal communication skills, with the ability to write content for a wide variety of channels and audiences</p> <p>Rigorous attention to detail and accuracy</p> <p>Strong project management skills, with the ability to work to tight deadlines and under pressure</p> <p>Proven stakeholder management skills, able to quickly establish positive relationships and professional credibility with colleagues at all levels</p> <p>Comfortable working in a fast-paced environment, adapting quickly and flexibly to change</p> <p>Excellent IT skills with good experience of MS Office 365 Suite particularly Word, PowerPoint, SharePoint and MS Teams</p> | <p>Video and photo editing skills</p> <p>Knowledge of other Microsoft Office 365 products including MS Stream</p> <p>Previous experience of working with survey tools</p> <p>Mailchimp</p> <p>Social media</p> |

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