

## JOB DESCRIPTION

|                        |                                             |
|------------------------|---------------------------------------------|
| <b>Job Title:</b>      | Communications and Engagement Assistant     |
| <b>Band:</b>           | 5                                           |
| <b>Department(s):</b>  | Communications and Engagement               |
| <b>Function:</b>       | Communications and Engagement (place based) |
| <b>Responsible to:</b> | Communications and Engagement Manager       |
| <b>Accountable to:</b> | Director of Communications and Engagement   |
| <b>Hours:</b>          | 18.75                                       |

The South East London Integrated Care Board (ICB) is the NHS management unit of the ICS. It is accountable both to NHS England and to the South East London Integrated Care Partnership (ICP). The ICS exists to deliver four core purposes:

- Improve outcomes in South East London population health and health and care services
- Tackle inequalities in outcomes, experience and access suffered by the residents of South East London
- Enhance productivity and value for money in the use of health and care resources in South East London
- Help the NHS support broader social and economic development in South East London.

The ICS is not an intermediate management tier and fundamental to the operating model of the ICS are three fundamental principles:

- **Partnership:** We are a partnership of sovereign bodies coming together to achieve something greater than the sum of the partners. All partners have a voice, and all partners have responsibility.
- **Subsidiarity:** We work on the basis of subsidiarity. This means issues and decisions should be dealt at the most local level consistent with their effective resolution.
- **Accountability:** We value both supporting each other and being held to account by each other and our wider partners.

### Equality and Diversity

The ICB is committed to providing services and employment to a community with an increasing variety of backgrounds. To do this effectively it is essential that we promote equality and embrace diversity and treat everyone with dignity and respect.

## **Disability Confident Employer**

We are a Disability Confident Employer and support the guaranteed interview scheme and use of the Government's Access to Work Scheme.

**Living our values**, we are keen to reflect the diversity of society at every level without our organisation.

Our core values are:

- We are collaborative
- We are caring
- We are inclusive
- We are innovative

We welcome applications from all sections of our community including from people with lived experience and/or knowledge of disability or social exclusion.

If you have accessibility requirements and would like further information about the role, please contact recruitment-South London (NHS South East London ICB) [recruitment-SouthLondonICBs@selondonics.nhs.uk](mailto:recruitment-SouthLondonICBs@selondonics.nhs.uk)

Please quote the reference for the role you are looking to apply for when contacting us.

## **JOB PURPOSE**

### **Duties and responsibilities**

- Tactical delivery of agreed communication and engagement activity to support place, LCP and ICB priorities.
- Support in implementing the ICB's communication and engagement strategy and the ICS working with people and communities' strategic framework across two places (boroughs)
- Collaborate with the wider ICB C&E team to share insights, intelligence, and opportunities to scale up local activities.
- Organise place-based engagement events, ensuring effective promotion, communication and engagement with participants, and support for event facilitation, note taking and evaluation.
- Facilitate and support outreach engagement using local networks and relationships to identify opportunities for partners and community champions to reach people and communities.
- Support the communications and engagement manager in developing effective and measurable communication and engagement plans for local priorities using established processes and templates.
- Create clear information, such as news stories, presentations, patient information, etc., ensuring they effectively communicate messages to diverse stakeholders in a clear, understandable manner.
- Coordinate the ordering of printing and promotional materials, and ensure appropriate distribution, working with other place-based teams.
- Attend events as necessary to engage with people and communities, capture photographs, and film including for social media and web content.
- Produce videos and communications materials using Canva design packages to tailor campaign materials for high-profile campaigns at the place level while adhering to branding protocols.
- Act as the conduit, and be commissioned, for providing case studies, material and content that can be used by the wider ICB communications and engagement team to bring to life the work happening at place
- Perform other duties as required, including providing cross-SEL ICB support when necessary.

## **Communication & Relationships**

- Good interpersonal, communication and organisational skills are required to effectively engage a wide range of internal and external stakeholders
- Collaborate with the wider ICB communications and engagement team to share insights, intelligence, and opportunities to scale up local activities.
- Develop and maintain relationships with key community contacts within the places, especially those within marginalised and underserved communities.
- Support the running of any place-based community champion programmes through the management of recruitment, information sharing, work programmes and briefings.
- The postholder will be expected to support staff, public and stakeholder engagement meetings or events, and may be required to present to a range of audiences, facilitate discussions and answer questions, working with senior managers, seeking further support as required.

## **Financial and Physical Resources**

The post holder will have responsibility for seeking quotes from external companies and keeping local records of any expenditure against agreed budgets.

## **Staff Management and Leadership**

Although the post holder does not have direct line management responsibility, they will be expected to work with colleagues across the ICB team and within the LCP communications and engagement team. They may be required to manage/supervise the work of suppliers or junior members of staff.

## **Policy and Service Development**

The post holder will be expected to take part in reviews of current ICB-wide communications and engagement strategies, as required.

## **Analytical and Judgement Skills**

- The post holder will need proven analytical and judgement skills and experience to deliver this role in relation to communications and engagement activities
- Analyse/interpret information and present it in accessible and appropriate ways for different audiences, for example so that it can be easily understood by members of the public, staff, GP practices or other stakeholders

## **Planning and Organisational skills**

- The postholder will be required to support the communications and engagement manager and head of communications and engagement in the implementation specific projects ensuring the highest standards are adopted and best practice is followed
- Ability to co-ordinate the design, writing and production of reports on the involvement of patients, carers and the public as required
- Maintain a comprehensive record of all local communications and engagement activities supporting ICB priorities and LCP programmes.
- Collect the outcomes of engagement activities from LCP partners as required to inform place-based reports

## **Autonomy/Freedom to act**

Although the post holder's work will be set and agreed by their line manager, they will lead a number of projects with autonomy and limited supervision. In addition to the organisation and facilitation of events and activities, this individual will need to be able to facilitate and note take for any public and stakeholder-facing activity, meetings, or events about the work of the LCP, the ICB and ICS.

## **Information management/resources including any databases used / IM&T responsibilities**

- Contribute to maintaining robust stakeholder directories, including communities, networks, engagement mailing lists, and opportunities, while complying with GDPR.
- Contribute to / produce high quality place-based information on the SEL Let's Talk Health and Social Care Platform, ensuring it remains up-to-date and relevant. Keep online content up to date, relevant and engaging on place-based webpages including LCP websites, ICB and ICS website.
- Manage social media platforms within the place, ensuring timely and appropriate responses to public inquiries and delivering engaging content aligned with place-based, LCP and ICB priorities and campaigns.
- Produce reports to highlight communication and engagement activity against agreed projects which cover patient insight, outcomes and impacts on service delivery/commissioning decisions
- Manage local patient network databases, recruit new members, provide regular updates, and share engagement opportunities promptly, including managing inquiries from members of local patient networks, ensuring timely and effective responses that make members feel valued.
- Good knowledge of Microsoft Office Suite and excellent data processing skills to analyse complex data.

## **Project management**

- Manage agreed projects at a place level.
- Ability to prioritise, deliver against agreed workplan activity with minimal supervision and keep their local communications and engagement team sighted on any potential risks to successful delivery
- Ability to undertake a range of ad hoc or longer-term projects relating to the areas within the remit of this role
- Assist in survey production, including question development and training place colleagues in inputting questions and analysing feedback.
- Ensure the use of locally, ICB or ICS agreed processes and templates for recording engagement activities, collecting outcomes, and sharing them with relevant partners.

## **Risk & governance**

- Responsible for identifying communication and engagement risks in their areas of responsibility.
- Ensure these risks are properly raised with their line manager and flagged on risk registers where appropriate.
- Ensure mitigations are considered and raised with their line manager for consideration.

## **Responsibilities for patient/client care (if applicable)**

This role is not involved with direct patient care. However, the postholder will be expected to develop effective mechanisms for engaging South East London residents, including people from marginalised and under-served communities, advising key internal and external stakeholders on how best to engage with the local community to improve health and health and care services and health inequalities.

## GENERAL DUTIES AND RESPONSIBILITIES

|                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| <b>Mobility</b>                 | The post-holder is contracted to work at any appropriate South East London ICB office as necessary for the delivery of the functions of this role.                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Just Culture</b>             | <p>The ICB is committed to ensuring that people related matters are resolved as early and as informally as possible and that recourse to formal action under any of the HR policies and procedures is only where necessary. This supports the principles of a <b>just culture</b>, where people are encouraged to come forward when things go wrong and supports those who make honest mistakes.</p> <p>The fair treatment of staff supports a culture of fairness, openness and learning in the NHS by enabling staff to feel confident to speak up when things go wrong, rather than fearing blame</p> |
| <b>Equality &amp; Diversity</b> | <p>Staff have the right to be treated fairly in recruitment and career progression. Staff can expect to work in an environment where diversity is valued, and equality of opportunity is promoted.</p> <p>Staff will not be discriminated against on any grounds including age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.</p> <p>Staff have a responsibility to ensure that they treat their colleagues and others they may interact with dignity and respect.</p>                                 |



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| <b>Sustainability</b>     | <p>SEL ICB is committed to contributing to a net zero NHS, in line with national Greener NHS ambitions. Our contribution will be made by delivery of the ICS Green Plan (<a href="https://www.selondonics.org/wp-content/uploads/2022/06/ICS-Green-Plan-2022-2025.pdf">https://www.selondonics.org/wp-content/uploads/2022/06/ICS-Green-Plan-2022-2025.pdf</a>).</p> <p>Everyone's contribution is required in order to meet the goals set out in our Green Plan and we encourage all staff to work responsibly; embedding sustainability into their core work and minimising their contributions to carbon emissions, waste, and pollution wherever possible.</p>                                   |
| <b>Raising Concerns</b>   | <p>Staff may on occasion have genuine concerns about healthcare matters and consequently the ICB endorses the principle that these must be raised in a responsible and appropriate manner, and if necessary, using the ICB's 'Raising Concerns (Whistleblowing)' policy.</p>                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Data Protection</b>    | <p>The ICB is registered as a data controller under the Data Protection Act 2018/General Data Protection Regulations. All the personal information we hold, obtain, record, use and share as an organisation is governed by this Act and Regulation.</p> <p>As an employee of the ICB you have a legal responsibility for <b>all</b> personal information you handle and must not at any time use the personal data in a way incompatible with the guidelines stipulated in this act.</p> <p>If you are in any doubt regarding what you should or should not do in connection with the Data Protection Act and the General Data Protection Regulations, then you must contact your Line Manager.</p> |
| <b>Records Management</b> | <p>As an employee of the ICB, you have a legal responsibility for all records you work with e.g. patient records, financial records, personal, administrative, etc that you gather or use as part of your work within the ICB.</p> <p>The records may be held in a variety of formats such as paper, electronic, microfiche, audio, and video tapes, etc. You must consult your manager if you have any doubt as to the correct management of the records with which you work.</p>                                                                                                                                                                                                                   |



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| <b>Confidentiality</b>        | <p>In the course of your employment, you will have access to confidential information relating to the ICB's business, patients, the STP and its staff.</p> <p>You are required to exercise due consideration in the way you use such information and should not act in any way, which might be prejudicial to the organisation's interests. Information which may be included in the category which requires extra consideration covers both access to the general business of the ICBs and information regarding individuals. If you are in any doubt regarding the use of information in the pursuit of your duties, you should seek advice from your Line Manager before communicating such information to any third party.</p> <p>Confidential information should always be treated according to the ICB's rules on confidentiality. Any inappropriate disclosure may be subject to the ICB's disciplinary procedures.</p> |
| <b>Information Governance</b> | <p>ICB staff must keep up to date with the requirements of Information Governance and must follow ICB policies and procedures to ensure that ICB information is dealt with legally, securely, efficiently, and effectively.</p> <p>Staff must appropriately manage all the Information they handle during their employment with the ICB, making the information available for sharing in a controlled manner, subject to statutory requirements and the ICB Information Governance Policy, and formal Information Sharing arrangements.</p>                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Health &amp; Safety</b>    | <p>Employees must be aware of the responsibility placed on them under the Health and Safety at Work Act (1974) to maintain a healthy and safe working environment for both staff and visitors.</p> <p>Employees also have a duty to observe obligations under the ICB's Health and Safety policies and to maintain awareness of safe practices and assessment of risk in accordance with the Risk Management Strategy.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Infection Control</b>      | <p>ICB staff are responsible for protecting themselves and others against infection risks. All staff regardless of</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

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|                                                      | <p>whether clinical or not are expected to comply with current infection control policies and procedures and to report any problems regarding this to their managers.</p> <p>All staff undertaking patient care activities must attend infection control training and updates as required by the ICB.</p>                                                                                                                                                                                                                                                                                                  |
| <b>Financial Regulations</b>                         | <p>All staff are responsible for the security of the property of the ICB, avoiding loss or damage of property, and being economical and efficient in the use of resources.</p> <p>Staff should conform to the requirements of the Standing Orders, Standing Financial Instructions or other financial procedures including the Code of Conduct and Accountability and the Fraud and Anti Bribery Policies.</p>                                                                                                                                                                                             |
| <b>Safeguarding Children &amp; Vulnerable Adults</b> | <p>All employees are required to act in such a way that always safeguards the health and wellbeing of children and vulnerable adults.</p> <p>Compliance with mandatory and statutory training requirements is an essential requirement of all employees.</p>                                                                                                                                                                                                                                                                                                                                               |
| <b>Risk Management</b>                               | <p>Managers are responsible for implementing and monitoring any identified and appropriate risk management control measures within their designated area(s) and scope of responsibility.</p> <p>Responsibilities of staff regarding risk management are outlined more fully in the Risk Management Strategy. Staff are responsible for ensuring that they are aware of those responsibilities</p>                                                                                                                                                                                                          |
| <b>Code of Conduct</b>                               | <p>The Department of Health's Code of Conduct for NHS Managers has been adopted by the ICB for all Director-level and senior management posts. This requires the post-holder to comply with the Code and for their actions to demonstrate a commitment to the Code. In particular, the post-holder must:</p> <p>make the care and safety of patients their first concern and act quickly to protect patients from risk;<br/>respect the public, patients, relatives, carers, NHS staff and partners in other agencies; be honest and act with integrity; accept accountability for their own work, the</p> |

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|                                            | <p>performance of those they manage and of their own organisation;</p> <p>Demonstrate their commitment to team working by co-operating with all their colleagues in the NHS and in the wider community.</p>                                                                                                                                                                                                                                                                                                                                          |
| <b>Acceptance of Gifts and Hospitality</b> | <p>The conduct of staff in the public service should be scrupulously impartial and honest and, in this context, any offers of gifts or hospitality should be discussed with your manager, prior to acceptance.</p>                                                                                                                                                                                                                                                                                                                                   |
| <b>Use of new Technology</b>               | <p>The ICB is making increased use of computer technology. Most employees (both clinical and non-clinical) are expected to use automated information systems in their work to improve quality and co-ordination of services, to enable faster and more certain communication.</p> <p>Necessary training will be provided. Compliance with the Data Protection Act 1988, Information Governance and the relevant Computer Usage Policy is expected.</p>                                                                                               |
| <b>Civil Contingencies Act 2004</b>        | <p>All staff will note the Organisation's responsibilities under the Civil Contingencies Act 2004, and NHS Major Incident Plans Guidance (DoH 1998 and 2004).</p>                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Smoking or Vaping</b>                   | <p>Smoking/Vaping by staff, patients, and visitors, is not permitted anywhere on ICB premises.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>General</b>                             | <p>The post holder:</p> <ul style="list-style-type: none"> <li>• may be required to work at any of the ICB's sites in line with the service needs.</li> <li>• has a duty to create, maintain and enhance effective working relationships, both internally and externally</li> </ul> <p>This job description provides an outline of the tasks, responsibilities and outcomes required of the role.</p> <p>The job holder will undertake any other duties that may be required which are consistent with the grade and responsibility of the post.</p> |

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|  | <p>This job description describes responsibilities, as they are currently required. It is anticipated duties will change over time and the job description reviewed regularly during employment.</p> <p>All staff have a responsibility to participate in the ICB's Appraisal Scheme and to contribute to their own development and the development of any staff that they are responsible for appraising.</p> |
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## **GENERAL INFORMATION ON NHS SOUTH EAST LONDON ICB**

### **Local Context**

The South East London Integrated Care System (ICS) brings together the health and care partners that serve our vibrant and highly diverse populations resident in the London boroughs of Bexley, Bromley, Greenwich, Lambeth, Lewisham, and Southwark - our Places.

Our partnership brings together six local authorities, over 200 general practices (operating within 35 Primary Care Networks), Guy's and St Thomas' Hospital NHS FT, King's College Hospital NHS FT, Lewisham and Greenwich NHS Trust, South London, and the Maudsley Mental Health FT and Oxleas FT. Importantly, the ICS seeks to be connected to the communities we serve (circa 1.92m residents) and work with the widest possible range of community, voluntary and third sector groups and organisations in each place. The reach of our NHS provider portfolios extends beyond the borders of the ICS, across London, the south of England and nationally for some services.

Our vision for the ICS is a highly performing, sustainable system that looks after its staff, responds to its communities, and takes action to reduce the inequalities they experience. As a new organisation we have developed a system development plan <https://www.ourhealthiersel.nhs.uk/SDP-8-November-2021.pdf> that outlines the way in which we seek to operate and the steps we will take to realise the full potential of our partnership.

Our ICS is a 'System of systems' and the Integrated Care Board (ICB) that supports it will work with partners that come together as Collaboratives for acute physical and mental health care; and as Local Care Partnerships (LCPs) that provide multi-agency leadership to the development and delivery of place focused care. The ICB will relate to and work with residents and the bodies that serve them at neighbourhood, place and south east London wide levels.

## Person Specification

### Communications and Engagement Assistant – Band

5

#### Supporting Evidence

In the supporting evidence of your application form, you must demonstrate your experiences by giving specific examples for the criteria within the person specification.

| Factors                                                                                                                                                                                                                                                                                                                                                                     | Essential                                  | Desirable | Assessment Method |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|-----------|-------------------|
| <b>Education / Qualifications</b><br><br>Educated to degree level in relevant subject or equivalent level of experience of working at a similar level in related area<br><br>Thorough knowledge of administrative procedures, communication and engagement processes including specialist software packages acquired through experience or formal training to degree level. | ✓<br><br><br><br><br><br><br><br><br><br>✓ |           | A/I               |

|                                                                   |   |   |     |
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| <b>Experience</b>                                                 |   |   | A/I |
| Experience of working in a complex, multidisciplinary environment | √ |   |     |
| Experience of working to tight deadlines and managing own time    | √ |   |     |
| Experience of drafting briefing papers and public information     | √ |   |     |
| Demonstrated experience in a Health or care environment           |   | √ |     |



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| <p>Experience of setting up and implementing internal processes and procedures relevant to own field – for example databases, stakeholder lists etc.</p> <p>Experience or working knowledge of the NHS organisational environment</p> <p>Experience of project management.</p> <p>Experience of organising online and in person events.</p>                                                                                                                                                                       | <p>√</p>                            | <p>√</p> <p>√</p> |            |
| <p><b>Skills and Abilities</b></p> <p>Competent writing skills across a variety of platforms and an ability to tailor this to the needs of the audience</p> <p>Ability to prioritise tasks, seeking guidance as required</p> <p>Excellent organisational skills</p> <p>Skilled in using and monitoring social media channels</p> <p>Skilled in using online design packages to create posters, adverts, leaflets etc.</p> <p>Numerate and able to understand financial systems including processing invoices.</p> | <p>√</p> <p>√</p> <p>√</p> <p>√</p> | <p>√</p> <p>√</p> | <p>A/I</p> |
| <p><b>Other</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <p>√</p>                            |                   | <p>A/I</p> |

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| Ability to maintain a professional, calm and efficient manner in challenging situations                                     | √ |  |  |
| Tactful, discreet, and diplomatic                                                                                           | √ |  |  |
| A flexible can-do approach                                                                                                  | √ |  |  |
| Ability to effectively plan and prioritise own workload ensuring deadlines are met                                          | √ |  |  |
| Ability to work as part of a team and work flexibly to provide support to other departments and teams as and when necessary | √ |  |  |

#### Assessment Method

|                 |               |                 |          |
|-----------------|---------------|-----------------|----------|
| A = Application | I = Interview | C = Certificate | T = Test |
|-----------------|---------------|-----------------|----------|

