

Job Description and Person Specification

Job Title	Digital Communications Manager
Directorate	Corporate Affairs
Department/Team	Strategic Communications/Corporate Communications
Location	London
Grade	3.1 /AfC Band 8a
Reports to	Head of Digital Communications
Contractual notes	Full time

Job Summary/Purpose

NHS Improvement is responsible for overseeing foundation trusts, NHS trusts and independent providers. We offer the support these providers need to give patients consistently safe, high quality, compassionate care within local health systems that are financially sustainable. By holding providers to account and, where necessary, intervening, we help the NHS to meet its short-term challenges and secure its future.

NHS Improvement is the operational name for the organisation that brings together Monitor, NHS Trust Development Authority, Patient Safety, the National Reporting and Learning System, the Advancing Change team and the Intensive Support Teams.

The Digital Communications Manager helps to develop and deliver NHS Improvement's digital strategy, plans and policies, integrating them with our broader communications and engagement strategy. They support the Head of Digital Communications to drive the implementation and use of innovative and creative communications approaches, with the aim of significantly increasing awareness, understanding of and engagement with the organisation and our stakeholders.

Specifically, the Digital Communications Manager manages existing channels and formats and ensures they're appropriate for communicating with NHS Improvement's external audiences.

Key Accountabilities

- Support the Head of Digital Communications to develop and implement the digital strategy, plans and policies with the aim of raising awareness of NHS Improvement, and proactively engaging effectively, creatively and innovatively with a range of stakeholders/audiences, influencing their views and actions.
- Provide effective line management to the Digital Communications Officers by:
 - being responsible for the recruitment and development of staff, including undertaking appraisal, personal development and, where appropriate, progressing any disciplinary or capability issues
 - motivating and developing staff to ensure they are able to deliver their responsibilities
 - reviewing and improving the quality of their output, ensuring they are proactively learning from feedback and contributing to the embedding of a quality culture across the organisation
- Stay abreast of the latest trends/innovations, support the Head of Digital Communications in championing digital best practice and increasing digital and social media capability across the organisation, and coaching colleagues.
- Ensure that NHS Improvement provides high quality, compelling, engaging and timely content (including a wide range of audio, video and interactive content) across our digital channels, which consistently communicates NHS Improvement's brand values and core messages, and considers user experience/needs and best practice.
- Work closely with Corporate Communications team colleagues, and with the broader Strategic Communications team, to ensure alignment of online and offline communications, announcements and plans, and deliver more individualised digital campaigns based on stakeholder analysis and preferences, etc. This will require dealing effectively with highly complex and sensitive information.
- Conduct consistent and meaningful digital evaluation and support the Head of Digital Communications in developing evaluation systems which will provide regular high quality, intuitive and actionable reports on digital and social media usage, and performance and progress against plans and KPIs, putting stakeholder insight (from both data and research) and learnings at the heart of planning.
- Provide advice to colleagues across NHS Improvement on how their communications objectives can be supported digitally and about digital engagement developments and opportunities, including advising on the appropriate use of social media by NHS Improvement staff.
- Develop, implement, embed and regularly review digital and social media policies and guidance to ensure the timely, efficient and appropriate development of high quality and engaging content, and engagement across channels, including risk management.
- Lead or join Communications project teams as digital representative, advising on best practice and carrying out work as required by the Deputy Director of Corporate Communications.

Role Dimensions
Key Relationships (External) <ul style="list-style-type: none"> • NHS England Digital Comms team • NHS trusts and foundation trusts • External design and technical agencies • Government Digital Service
Key Relationships (Internal) <ul style="list-style-type: none"> • Corporate Communications team • Press Office and Stakeholder Relations teams • Improvement directorate • Regional teams • Medical and Nursing directorates • Policy, Economics and regulatory teams • Information Services
Numbers and types of staff managed Line management of two Digital Communications Officers
Budget Managed Approximately £30K for website design and development

Person specification	Essential	Desirable
Qualifications	Educated to master's level or equivalent level of experience of working at a senior level in the digital communications field.	

<p>Experience & Knowledge</p>	<ul style="list-style-type: none"> • Experience of using and applying digital and social media engagement tools. • Experience of developing, implementing and evaluating digital strategies and plans, overseeing large volumes of digital content (including text, audio and video). • Experience of managing, coaching and developing staff • Experience of using a range of qualitative and quantitative methods/techniques to enhance communications. • A good knowledge and awareness of digital and social media developments, consumer trends, best practices and innovations. 	<p>Understanding of the background to and aims of current healthcare policy and appreciate the implications of this on digital engagement</p>
--	--	---

Skills, Abilities and Attributes	<ul style="list-style-type: none"> • Sound editorial judgement to ensure high-quality, well articulated and compelling content. • Skilled in understanding, handling and communicating highly complex information. • Excellent written communications skills. • Good organisational, planning and project management skills • Strong relationship building and influencing skills. • Advanced IT skills including MS Office, content management systems, infographics tools, editing software and SEO. 	<p>Understanding of how digital strategies and innovations can be applied in a regulator</p>
Other		