



Hello, and I'm delighted you are interested in working as part of the North Central London Integrated Care Board.

We are looking for a number of new, talented colleagues in the Communications and Engagement team, to help us on the next steps of our journey, shaping our new-look team.

We're ambitious, driven, and passionate about working collaboratively and creatively to deliver the best health and care possible for our patients and residents through every stage of their lives. Our Population Health and Integration Strategy outlines our vision and priorities and will shape our focus as a system for the coming years.

The Communications and Engagement Team plays a key role in our organisation's success.

We're here to advise, shape, support and deliver powerful and impactful communications and engagement activity – whether digital, in the media, to key partners, with our staff, or with members of the public – to deliver on our mission to improve the health and wellbeing of local people.

The team, and the organisation, has been through a period of transition but we are now building an exciting new team, in a reshaped organisation and system.

Never have we needed brilliant communication and engagement specialists more, to join us in making the case for the NHS, to highlight and celebrate the success of our local system and partners, to showcase approaches and solutions to challenging health and care problems.

You'll be joining a fast-moving and creative team, with opportunities to develop and progress, and a high degree of licence and autonomy. You'll be empowered to bring your energy and passion to have the greatest impact and ensure we go from strength to strength.

We hope to hear from you.

Jane Simmonds

Director of Communications and Engagement

Job Title	Communications Officer
JD Reference Number	JD_EDOCA053
Directorate	Corporate Affairs
Team	Communications and Engagement

Communications Officer

Grade	Band 5
Reports To:	Deputy Head of Communications and Campaigns (Public Affairs and Media)
Accountable to:	Director of Communications and Engagement
Terms and Conditions of Employment	Agenda for Change (AfC)
Line Management Responsibility	None
Hours of work	Full-time
Base	The postholder may be required to travel and work at any establishment at any time, within the location of the North Central London ICB

Background and Context

NHS North Central London Integrated Care Board (NCL ICB) is a statutory body responsible for planning and allocating health and care resources to improve the lives of people in our five boroughs: Barnet, Camden, Enfield, Haringey, and Islington.

Our local population is large and diverse, with a wide range of health and care needs that are evolving all the time. We're committed to improving the health and experience of our patients and residents, working with partners across the North Central London Integrated Care System (ICS) - including Councils, providers, GPs and voluntary and community organisations - to plan and deliver high quality, joined-up and accessible health and care services that put people first.

As an ICB, we're focused on:

- improving outcomes in population health and healthcare
- tackling inequalities in outcomes, experience, and access
- enhancing productivity and value for money
- helping the NHS support broader social and economic development.

We're ambitious, driven, and passionate about working collaboratively and creatively to deliver the best health and care possible for our patients and residents through every stage of their lives. Our Population Health and Integration Strategy outlines our vision and priorities and will shape our focus as a system for the coming years.

We're proud of our staff and the contribution they make and are committed to developing their knowledge and skills in a supportive, inclusive, and values-led organisation.

Overall Purpose of the Role

The postholder will help to communicate and embed our corporate narrative and priorities, engage our audiences and strengthen our reputation as an ICB and ICS both internally and externally.

They will play a key role in developing and delivering a range of communications messages and campaigns, including internal communications and employee engagement activity, digital communications and content and proactive and reactive media and public affairs management.

They will create and share a range of high-quality, people-focused and engaging content and campaigns across our corporate channels including social media, websites, the intranet, eBulletins, corporate campaigns, key publications and printed materials. The postholder will also help to shape and deliver corporate events (including the AGM, all-staff conferences, directorate briefings and so on).

They will play a key role in curating our social media channels, ensuring they reflect the issues and campaigns that matter most, particularly in relation to improving population health and reducing health inequalities.

They will need to juggle multiple projects, delivering high quality, engaging content and campaigns on time and on message.



Key Working Relationships

The postholder will deliver projects and work for the Deputy Head of Communications and Campaigns (Public Affairs and Media), Senior Corporate Communications and Campaigns Manager and Internal Communications and Engagement Manager. They will also provide advice and hands on delivery to colleagues in the wider communications and engagement team, supporting them to deliver communications activity at system, place and borough level.

The postholder will need to work with peers and managers across the ICB and will need to have the confidence to liaise with senior officers, including the Chief Executive Officer, Executive Management Team (EMT) and extended EMT. At a system level, they will also need to build and maintain positive relationships and networks with ICS peers to enable joined-up working, as well as liaising confidently with NHSE (regional and national) and with the other London ICBs.

Main Responsibilities

1. To create and share high-quality, people-focused and engaging content to bring our messages to life across a range of internal and external channels. This will include videos, podcasts, infographics, features, interviews, polls, Gifs, animations and so on, using real people and case studies to help us tell our story and working with external suppliers where we need to.
2. To both draft and edit clear, high-quality editorial content for a range of channels including eBulletins, press releases, media statements, briefing notes, social media posts, corporate publications, stakeholder emails and so on.

3. To help respond to incoming inquiries, including from journalists, MPs and Parly Hub, working with the wider team and ICB and ICS colleagues to co-ordinate accurate and high-quality responses, often relating to sensitive or high-profile issues, securing all relevant sign off to tight deadlines. This will involve the use of a media management platform.
4. To help respond to FOI enquiries that relate to the communications and engagement team, are from a member of the press or are particularly sensitive in nature.
5. To help create and deliver multi-channel, content-led campaigns in support of the ICB's population health ambitions, ensuring that activity is appropriately targeted to engage relevant audiences and encourage behaviour change where applicable.
6. To ensure consistent read across between local and national campaigns, including working with the corporate communications team to spot opportunities to tailor content that helps reinforce population health messages at a local level.
7. To help co-ordinate, produce and evaluate corporate publications (such as the Annual Report) ensuring high-quality, value for money results (where external designers are involved), in line with deadlines and governance frameworks and standards.
8. To contribute to a forward planning process to co-ordinate work across the Communications and Engagement team. As part of this, play a key role in curating content across our social media channels, ensuring that we are amplifying the right things.
9. To use our social media channels to widen reach, working with system partners to amplify each other's content, celebrate achievements as appropriate and ensure we are best able to target hard to reach groups.
10. To help ensure our corporate channels appropriately reflect national and regional campaigns, including creating tailored content at local level where necessary.
11. To help ensure content on our corporate websites and staff intranet is relevant and up to date working with directorates, teams and page owners to draft clear, engaging and accessible web ready content (currently published via WordPress)
12. To contribute to the creation of entries to industry awards, including the HSJ awards
13. To support the delivery of a new approach to internal communications including helping to produce and measure the reach and effectiveness of internal channels and ensuring our intranet is accurate, up to date and engaging.
14. To help ensure our content and campaigns represent and celebrate our diverse local population and addresses health inequalities in our messaging where appropriate. As part of this, to make best use of digital communications to reach a wide range of audiences, including maximising the potential of paid for targeted advertising, including Facebook, Google Ads and so on.
15. To help the ICB and ICS respond to emergency or unforeseen events, including developing and publishing accurate and high-quality content at pace.

16. To help plan and deliver a range of internal and external events, including staff conferences, staff awards, launches and so on.
17. To act as a first point of contact for email enquiries into the communications and engagement team, dealing with queries and drafting responses for necessary approvals, while ensuring requests are fielded to the right person and that we respond quickly and helpfully.
18. To develop and maintain positive and productive working relationships with a range of colleagues across the ICB and ICS, including Digital, People and Culture, IT, FOI and complaints, providing professional advice and guidance as required.
19. To help ensure our communications complies with GDPR and other relevant Data Protection legislation and be fully aware of and abide by NHS England guidance as it relates to media and communications.
20. To contribute to the reputation and positioning of the Communications and Engagement team, both in a personal capacity and as part of the wider Corporate Affairs directorate.
21. The post may involve some evening and weekend work. The postholder will be part of an on-call rota when required, to ensure we are able to respond to urgent issues out of hours if we need to. (The postholder will receive suitable recompense in accordance with Agenda for Change policies).
22. To undertake other duties commensurate to the grade of the post.

Communication responsibilities

- Providing and receiving complex, sensitive, and contentious information.
- Influencing and persuading colleagues on the appropriate methods of communication.
- Drafting internal presentations and papers on sensitive issues .
- Briefing journalists as appropriate potentially on sensitive or high profile issues or escalating queries

Analytical & Judgement

- Making informed decisions on how to run communication campaigns.
- Dealing with complex situations requiring analysis. This is especially relevant when responding to media requests or social media comments on sensitive or complex issues.

Planning and Organisational

- Planning and organising complex tasks, activities, or programmes, such as meetings, events, press conferences, photocalls and visits.
- Project managing and co-ordinating communications campaigns.

Physical Skills

- Advanced keyboard skill, requiring fast, accurate typing.
- Designing publications, presentations, and processing documents.

Service and Policy Development

- Follows department policies, procedures, and protocols in own role.

Financial responsibilities

- Managing and monitoring the budget for specific communication projects, taking every opportunity to explore and secure economies of scale, synergies and efficiencies, including at system level.
- Maintaining stock control including printing, publications, use of digital cameras, and projectors.
- Purchasing printing services and some equipment.
- Training others in the safe and effective use of equipment.

HR responsibilities

- Demonstrating skills and behaviours to new or less experienced staff.
- Supervising other team members, including delegating work and supporting with recruitment.
- Providing training skill sharing in areas of expertise.

Information Management

- Using software and analytics to create reports.
- Developing content and publications using desk-top publishing, web design and video software.
- Maintaining press cuttings, photo library, media lines, photo library, and other department databases.

Research and Development (includes Risk & Governance Management)

- Undertaking surveys as necessary for own work.
- Conducting research on reach and effectiveness of communications activity to contribute to reports.

Freedom to Act (includes Autonomy, Management and Leadership)

- Working within the communications department, within clearly defined occupational policies.

Mental Effort

- Frequent long periods of concentration paying meticulous attention to detail.
- Work patterns may be unpredictable.
- Frequent interruptions
- Priorities and deadlines may change with little or no notice.

Emotional Effort

- Friendly, positive, measured, and diplomatic when dealing with difficult or sensitive organisational situations.

The job description is not intended to be exhaustive and it is likely that duties may be altered from time to time in the light of changing circumstances and after consultation with the post holder.

All staff are expected to actively participate in annual appraisals and set objectives in conjunction with their manager. Performance will be monitored against set objectives.

Confidentiality

All ICB staff and contractors working for the ICB have both a common law duty and a statutory duty of confidentiality to protect patient (and indeed any personally identifiable) information and only use it for the purposes for which it was intended. The disclosure and use of confidential patient information needs to be both lawful and ethical.

Information Governance

All 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. Staff must appropriately manage the records they create or hold during the course of their employment with the ICB, making the records available for sharing in and confidentiality policies, procedures and guidelines (e.g. Freedom of Information Act 2000, Caldecott guidelines).

Safeguarding

The ICB believe safeguarding is everybody's business. Abuse causes devastating consequences to children of all ages and damages adult survivors, throughout the rest of their lives. All employees therefore have a duty to safeguard and promote the welfare of children, young people and adults at risk. It is an essential requirement that staff are aware of the local Safeguarding procedures for sharing information about the welfare of any person for whom they have safeguarding concerns. Staff have a duty to ensure they attend training to enable them to recognise the indicators for concerning behaviour and receive safeguarding supervision as appropriate.

Health and Safety

All staff have a duty to ensure the health and safety of themselves and others whilst at work. Safe working practices and health and safety precautions are a legal requirement. ALL accidents must be reported to your manager and you must participate in accident prevention by reporting hazards and following relevant policies and procedures including Moving and Handling guidelines.

Equality and Diversity

The ICB are committed to an Equal Opportunities Policy which affirms that all staff should be afforded equality of treatment and opportunity in employment irrespective of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex or sexual orientation. All staff are required to observe this policy in their behaviour to their behaviour to other employees and service users.

NCL ICB Values

All aspects of our business, including the relationships we create, our approach to work and the decisions we make are built upon our values. Our values are a commitment to collaborative working to deliver excellent patient experience. The values ensure we remain supportive, transparent and accountable including embracing diversity, as we believe that everyone counts. The values help us to remain efficient in delivering health and high quality care for all, now and for future generation

Communications Officer - Person Specification

If you have a disability and have any special requirements that impact on your ability to meet any of the essential criteria please contact the recruiting manager for the vacancy.

Criteria	Essential	Desirable	How Criteria will be identified
Education/ Knowledge and Qualifications	<ul style="list-style-type: none"> Educated to degree level, or equivalent level of experience in a digital, content or communications role 		<ul style="list-style-type: none"> A/I
	<ul style="list-style-type: none"> Evidence of continuing professional development or training 	<ul style="list-style-type: none"> Recent training in media, internal communications or digital communications would be helpful, but is not essential 	<ul style="list-style-type: none"> A/I
	<ul style="list-style-type: none"> A broad understanding of how the media landscape works and of news and media techniques such as press releases, features, video, blogs, briefings, interviews and so on. 	<ul style="list-style-type: none"> Experience of helping to manage reactive media inquiries. 	<ul style="list-style-type: none"> A/I
	<ul style="list-style-type: none"> A broad understanding of the role of the ICB and ICS within the wider NHS, including current issues and challenges and the wider political, social and public sector context. 		<ul style="list-style-type: none"> A/I
	<ul style="list-style-type: none"> An understanding of what makes a good news story with the creativity and enthusiasm to seek out case studies, hooks or opportunities that bring news to life. 		<ul style="list-style-type: none"> A/I
	<ul style="list-style-type: none"> An understanding of the importance of internal communications and employee engagement and the role they play in a complex organisation 		<ul style="list-style-type: none"> A/I

<p>Experience</p>	<ul style="list-style-type: none"> • Experience of delivering effective communications and campaigns plans. • Evidence of using a wide range of digital and offline communications tools and channels (for example LinkedIn, Facebook, Instagram, X, NextDoor), with the ability to identify the right channel for any particular audience. • Experience of creating digital content, including videos, animations, GIFs etc using platforms such as Adobe Creative Suite or Canva, or data visualisation, such as Flourish • Experience of giving professional communications advice. • Experience of helping to deliver a robust approach to reactive and proactive media and public affairs, including responding to enquiries, drafting briefing notes, creating press releases etc or using platforms such as De Havilland or Onclusive... • Experience of protecting and enhancing a corporate brand through the consistent application of both visual identity and corporate voice. • Experience of helping to plan and deliver events, with knowledge of how to ensure accessibility whether in person, online or hybrid. 		<ul style="list-style-type: none"> • A/I/Asmt • A/I • A/I • A/I • A/I • A/I • A/I
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Skills, & Abilities	<ul style="list-style-type: none">• Excellent organisational skills with a methodical approach to prioritising and ensuring best quality while juggling multiple, time-sensitive tasks.• Ability to create creative, high-quality, accessible digital	<ul style="list-style-type: none">•	<ul style="list-style-type: none">• A/I/Asmt • A/I
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	<p>content to support our campaigns, with practical experience of using design and video-editing tools., for example Adobe Premier Pro</p> <ul style="list-style-type: none"> • Confident at using a range of digital communications delivery and evaluation tools, including social media management platforms (such as Hootsuite or Orlo)Google analytics, newsletter software (e.g. MailChimp, DotDigital or Campaign Master) and Content Management Systems e.g. WordPress, Drupte). • Ability to work effectively as part of a high-performing team. 		<ul style="list-style-type: none"> • A/I • A/I
<p>Communication</p>	<ul style="list-style-type: none"> • Excellent communications skills, including oral, written and presentation skills • A skilled writer and storyteller, with a meticulous attention to detail and the ability to create engaging, people focused content (including written and video) that brings our work to life. • Excellent inter-personal skills with the ability to form and maintain productive, professional working relationships with a diverse range of individuals and groups. 		<ul style="list-style-type: none"> • A/I/Asmt • A/I/Asmt • A/I

Effort factors	<ul style="list-style-type: none">• Ability to work to the highest standards, demonstrating resilience to pressure and retaining due professionalism at all times.• Ability to use own initiative to deliver high-quality work, with the judgment to know when to ask for help or advice,		<ul style="list-style-type: none">• A/I • A/I
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	<p>especially in sensitive or contentious situations.</p> <ul style="list-style-type: none"> • Ability to navigate challenges and stay on course, with the tenacity and drive to prioritise actions and make things happen. 		<ul style="list-style-type: none"> • A/I
<p>Values and Behaviours</p>	<ul style="list-style-type: none"> • Commitment to the values and principles of system working agreed across NCL • Ability to actively promote equality, diversity and inclusion within all areas of responsibility 		<ul style="list-style-type: none"> • A/I • A/I