

## Job Description

Job Title	Communications and Social Marketing Manager
Grade	PO8
Reporting To	Head of Communications, Social Marketing and CPD
JD Ref	BUS0100P

### Purpose

**Champs Public Health Collaborative is a long-standing collaborative of ten Directors of Public Health and Population Health and their teams serving 2.7 million people in Cheshire and Merseyside.**

Working to the ethos of 'collaborative action, local impact', Champs tackles a number of priorities, agreed with the UK Health Security Agency and NHS Cheshire and Merseyside, that are common to every area and where progress can be best made through collective action.

Overseen by the ten Directors of Public Health and Population Health as an Executive Board, the role of the Collaborative is to energise the whole system and influence strategic partnerships to focus on prevention, health inequalities and use of the best data and evidence. The Collaborative includes members of local teams who offer a unique and essential contribution as system leaders working with strategic partners, facilitated by a small support team. The Champs support team leads, facilitates, and enables delivery of the priorities and programmes.

The post-holder will support the Head of Communications, Social Marketing and CPD in developing and delivering campaigns and stakeholder communications. This fixed-term post will be part of the Champs support team, hosted by Wirral Council.

### Main Duties And Responsibilities

#### **Behavioural:**

- Enjoy, achieve, create impact, and thrive in the role and organisation.
- Live our values and leadership behaviours in the role and organisation.

#### **Team Leadership and Management:**

- Provide strong leadership, strengthening engagement, growth, culture, innovation, collaboration and performance.
- Assign responsibilities, setting clear expectations, and deliverables to team members and empower them to excel in their roles.
- Through continuous improvement strengthen the tools, practices and impact of the service.
- Lead agreed aspects of communications and marketing activity for the Public Health Collaborative on behalf of the Cheshire and Merseyside Directors of Public Health and Population Health Executive Board.

- Commission and lead agreed behaviour change campaigns collaboratively across nine local authorities to achieve specified outcomes.
- Lead the amplification in Cheshire & Merseyside of agreed national campaigns that align with Champs priorities to stakeholders and the public as necessary.
- Lead agreed media relations work by writing and distributing press releases and liaising with the media and stakeholders as appropriate.
- Represent the Head of Communications, Social Marketing and CPD at key meetings as required.

### **Communication, Engagement and Training:**

- Work with a number of programme leads across the nine Cheshire and Merseyside Local Authorities and wider stakeholder community in the development, preparation and delivery of communications and marketing activity.
- Support the Head of Communications, Social Marketing and CPD with copywriting and production of newsletters and publications, producing website copy, social media management, developing and sending e-mail campaigns and reviewing analytical reports.
- Develop social media content for campaigns and contribute to the social media activity for the Public Health Collaborative.
- Raise the profile of the Public Health Collaborative and its achievements to key stakeholders
- Ensure identified communications and marketing activity is delivered within agreed financial and resource constraints.
- Ensure that identified communications and marketing activity is delivered on time and any issues are flagged to line manager.

### **Data Analysis and Decision-Making:**

- Commission evaluation for identified communications and marketing activity, analyse the results, and produce reports as appropriate for presentation/dissemination to stakeholders.
- Be responsible for reporting complex information to a variety of organisations on progress and complete regular reports as required.

### **Compliance:**

- Adhere to and comply with all relevant corporate policies and procedures including Health & Safety, General Data Protection Regulations (GDPR), Corporate Governance and Code of Conduct.
- Ensure that all service initiatives adhere to relevant legislation, policies and practices.

## **Role Specific Knowledge, Experience And Skills**

### **Qualifications**

- Relevant degree or equivalent experience.
- Thorough working knowledge of Microsoft Office packages (including Word, Excel, Outlook and PowerPoint)
- Thorough knowledge of social media management platforms (e.g. Hootsuite)
- Thorough knowledge of e-mail management platforms (e.g. Mailchimp)
- Thorough knowledge of website content management systems.
- Knowledge of animation/video production/design software e.g. Adobe Creative Cloud



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- Excellent written and verbal communication skills as well as effective influencing, negotiation and persuasion skills
- Knowledge of administrative procedures, including IT systems and project management
- *Desirable - CIM or CIPR certificate or diploma.*
- *Desirable - Significant knowledge/experience of design packages such as Adobe Creative Cloud, animation packages and video editing software.*

## Knowledge and Skills

- Excellent organisational skills and ability to manage time and self effectively to meet strict deadline
- Tactfulness, political awareness, and diplomacy with excellent inter-personal skills
- Self-motivated, enthusiastic; proactive and innovative with a “can do” attitude
- Flexible and adaptable to manage competing demands and changing circumstances.
- Ability to work collaboratively with a wide range of individuals and organisations
- Ability to chair meetings, maintain working groups and set agendas.
- The ability to prepare and present concise reports.
- Sound political judgment, ability to liaise across organisational boundaries, and deal with highly complex, confidential and/or contentious information/ situations.
- Ability to work in a changing environment responding to changing and competing priorities.
- Ability to solve problems and work on own initiative.
- Able to work in partnership to address complex and/or contentious issues.
- Ability to work autonomously and provide leadership, but willing to be directed.
- Diplomacy, discretion and understanding of confidentiality.
- *Desirable - Knowledge of current public health issues.*
- *Desirable - Understanding issues involved in multi-agency programme delivery and partnership working.*
- *Desirable - Ability to recognise discrimination in all its form and put equal opportunities policy into practice.*
- *Desirable - Knowledge and experience of change management resulting improvements in delivery in practice.*
- *Desirable - Knowledge of developing work policies and protocols.*

## Experience

- Significant experience in delivering high quality communications and marketing activity on time, to budget and with demonstrable outcomes.
- Significant experience of creative and informative copywriting for newsletters, publications, and websites.
- Significant experience of writing media releases and successfully gaining media coverage.
- Significant experience of developing social media content for campaigns and corporate channels to achieve desired outcomes.
- Significant experience using e-mail marketing systems and compiling analytical reports to measure success.
- Demonstrate experience of collaborative and partnership working across different organisations and geographies.
- Demonstrate experience of using own judgement and assessment to develop solutions to problems.



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- Experience of team working, managing priorities and own workload.
- Demonstrate experience of developing, delivering, and managing a range of campaigns for different priorities.
- Experience of commissioning, writing service specifications and managing tender processes.
- Experience of working in the NHS, Local Authorities and partners concerned with public health.
- Experience of collating and presenting performance information in a clear and effective manner.
- Established experience of managing and monitoring budgets with an awareness of appropriate Financial Regulations.
- *Desirable - Demonstrable understanding of public health and population approach to health.*

## Additional Information

Ability to travel across Cheshire and Merseyside and work from various locations.

Work hybrid, with a flexible working approach to accommodate service needs.

Expected to work from a fixed location on office days (subject to change).

On occasion, able to work outside traditional hours, of a weekend and evening as required, adopting a flexible working approach in response to business requirements.

### Health & Safety Considerations:

- Work with VDUs (Video Display Unit) (>5hrs per week)

**Approved By: T Lambert, Head of Communications, Social Marketing and CPD**

**Date Of Approval: 26.4.24**



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