

## **MEDWAY COUNCIL - JOB PROFILE**

<b>DESIGNATION</b>	<b>ICS Programme manager – Behavioural insight, community engagement and communications</b>
<b>DEPARTMENT</b>	<b>Public Health</b>
<b>RESPONSIBLE TO</b>	<b>Senior Public Health Manager</b>
<b>GRADE</b>	<b>Range 6</b>

### **1. MAIN PURPOSE OF JOB**

Promotion of good physical and mental health and wellbeing, prevention of ill-health and reducing health inequality are key to the work of the Kent and Medway Integrated Care System (ICS).

The postholder will be a pivotal advocate in ensuring that behavioural insight, community engagement and communications are front and centre in taking forward prevention and health inequalities work and that there is a collaborative and coherent approach by organisations across the Kent and Medway Integrated Care System (ICS).

This role requires an individual who is innovative, creative, flexible and focused to deliver against a number of Kent and Medway ICS prevention and health inequalities initiatives. Working collaboratively in a matrix environment with colleagues across all organisations of the Kent and Medway ICS, the role will provide a system perspective to behavioural insight, community engagement and communications focus for prevention and health inequalities.

The role will predominantly take a programmatic approach, focused on defined programmes of work across the prevention and health inequalities sectors. In relation to behavioural insight, community engagement and communications the postholder will:

- Contribute to, enhance and drive forward a portfolio of prevention and health inequalities marketing and communication projects across the Kent and Medway ICS.
- Take a pivotal role in promotion of, and maximizing the potential of, behavioural insight, community engagement and communication as contributors to health inequalities and prevention work.
- Act as a focal point for partnership development, building a network of behavioural insight, communication, engagement expertise across the system with a focus on prevention of ill health and reduction of health inequalities.

The postholder's role will span Kent and Medway ICS organisational boundaries. Partners will include the Integrated Care Board, Health and Care Partnerships, Local Authorities, NHS Trusts, Primary Care Networks, health and care providers and voluntary and community sector organisations.

The role requires an individual who has a good understanding of behavioural insight methodologies, community engagement, communication and marketing in a Public Health or health and social care context.

The role requires an individual who has the exceptional interpersonal skills necessary to work collaboratively across a range of disciplines and across organisational boundaries. Building trusting and positive working relationships across the system will be integral. It is essential the postholder is able to adapt to change positively within an ever-evolving sector, responding to the needs of the Kent and Medway ICS and its objectives including the Integrated Care Strategy.

The post holder will be expected to plan and lead the delivery of a small number of campaigns each year at the discretion of the Prevention and Health Inequalities groups and boards.

The postholder will ensure adherence to all processes, protocols and guidelines ensuring timely and appropriate reporting as required.

This position will also include contributing and presenting to a range of groups and meetings as appropriate across the ICS. There is potential for the postholder to provide representation at a senior level locally, regionally and nationally.

The postholder will be expected to keep up to date with new publications, evidence, national guidance and protocols assimilating relevant aspects into projects and initiatives as appropriate.

## **2. PERSON SPECIFICATION**

### **Qualifications/Experience**

#### **Essential**

- Degree in related subject (or demonstrable equivalent experience).
- Relevant professional qualification in behavioural insight, community engagement, marketing or communications to Post Graduate Diploma level (or demonstrable equivalent experience).
- Demonstrable understanding of the key principles of behavioural insight, community engagement, communications and marketing and the interplay

between these elements in a Public Health/health improvement environment.

- Proven experience of designing, planning and delivering quality strategically focused behavioural insight and/or community engagement and/or communications and marketing in a Public Health/health improvement environment.
- Experience with research and/or gathering insights, both quantitative and qualitative and capability to design and deliver patient and wider public social research, analysing results and presenting trends and outcomes.
- Ability to process information, undertake and commission research on complex issues including experience of project management from inception to conclusion.
- Ability to think laterally and critically, and to challenge and enquire whilst maintaining constructive relationships.
- Skills of diplomacy, tact and political sensitivity.
- Excellent report writing skills.
- Ability to handle issues and problem solve, often in a political environment, with minimal supervision and sound judgement.
- Experience of using IT packages such as Microsoft Excel and Word to a high level.

#### *Desirable*

- Training in Research Methods and Evaluation.
- Experience of managing financial aspects of projects with responsibility for budget control.
- Experience of conducting formal project evaluations and/or research projects.
- A good understanding of behavior change techniques.
- Proven ability to develop effective partnerships to achieve practical outcomes across organizational boundaries including; statutory organisations, external agencies, community and voluntary organisations.
- Excellent organisational skills and an eye for detail. Ability to handle competing deadlines and experience of managing target driven projects.

- Substantial experience with demonstrable success in managing all aspects of health improvement projects including; applying project management methodologies, producing project documentation, budgetary control.
- Experience of developing policy and service development plans with practical experience of change management.
- Experience of and an aptitude for giving presentations and accurate and consistent advice at formal meetings and in other settings.

## **Vision and Leadership**

### *Essential*

- Ability to understand the national and local vision and context and interpret it to develop practical and achievable project and work plans.
- Able to build and develop productive teams or relationships predominantly in a matrix environment, setting clear objectives and identifying better ways of working, managing change effectively.
- Ability to act as a role model to promote equality and manage diversity in the workplace and service provision, ensuring everyone has appropriate and fair access and support.
- Able to demonstrate a detailed knowledge of prevention, health inequalities and population health management and the wider organizational context and how this interfaces with a variety of organisational governance and working models.
- Experience of planning, coordinating and leading meetings and other events.
- Previous experience of managing a project team.

## **Personal Impact**

### *Essential*

- Excellent communication, negotiation, consultation and influencing skills tailored to meet the needs of a wide range of audiences and stakeholders with an ability to inspire and motivate others at all levels to action.
- Highly developed facilitation skills with the ability to work with groups from a wide range of audiences.
- Effective knowledge management skills with the ability to collate and critically appraise evidence.
- Strategic and system wide thinker with the ability to consider the needs of multiple audiences and anticipate and resolve problems before they arise.

- Ability to build sound and productive working relationships with colleagues, partners and staff groups and engage others in a credible, persuasive way building effective relationships with key partners including Healthwatch, and Voluntary & Community Sector leaders.

## **Service Delivery**

### *Essential*

- Ability to plan projects, and carry out tasks in a structured way, monitoring progress against plans and embed these into working practice.
- Development and delivery of project/programme specific engagement strategies and action plans, ensuring all:
  - Are linked to decision-making processes and the commissioning cycle and appropriate to the level of change being proposed.
  - Identify and engage relevant members of the community, including those who are seldom heard.
  - Use a range of engagement tools and techniques reflecting current best practice, and introduce creative methodologies such as digital engagement solutions where required to meet specific needs.
  - Include effective monitoring/evaluation systems for tracking progress, risks, and effectiveness.
- Able to manage complex projects, analyse data, assessing progress and taking account of known risks, able to adapt to changes and problems along the way.
- Able to develop objective resource plans, manage targets, setting realistic budgets and developing ways of using information.

## **3. ORGANISATION**

### **(i) ORGANISATION CHART**

### **(ii) DESCRIBE HOW AND BY WHOM THE POST IS MANAGED**

The post holder will be line managed by the Senior Public Health Manager/ICS Prevention Workstream Lead.

**(iii) DESCRIBE THE LEVEL OF INITIATIVE AND/OR INDEPENDENCE EXPECTED OF THE POST HOLDER**

The post holder will be expected to work independently, within clear guidelines, referring to more senior officers for advice where necessary, particularly on policy or resource issues.

Using their own initiative to fulfill the duties of their role exhibiting sound judgement.

The postholder will be expected to lead on development of new projects resulting from new aspects of the ICS Prevention Workstream Programme, working with subject specific specialists for the area of work.

The post holder will take responsibility for their own learning and development by recognizing and taking advantage of all opportunities to learn, including full participation in the Medway Council Personal Development Review Programme.

A flexible approach to work with a commitment to flexible working arrangements

**Safeguarding and Protecting Children and Vulnerable Adults**

All Staff are required to complete mandatory safeguarding children and safeguarding adults training relevant to their position and role and take ownership of ensuring this is kept updated.

**(iv) DESCRIBE ANY SUPERVISORY/MANAGEMENT RESPONSIBILITIES**

None

**(v) JOB CONTEXT - DESCRIBE THE MAIN CONTACTS, BOTH INTERNAL AND EXTERNAL AND THE PURPOSE OF THOSE CONTACTS**

The postholder will be expected to:

- Work closely with colleagues in Public Health to obtain specialist public health input to the development and delivery of prevention, health inequality or population health management strategies.
- Work closely with colleagues in the Council, Kent and Medway Integrated Care Board, Kent and Medway Integrated Care Partnership, Health and Care Partnerships, Primary Care Networks, NHSE/I, OHID, UKHSA and other partners to develop a collaborative approach to prevention and health inequalities across the ICS.

- Work with providers of services including acute and community trusts, GPs, pharmacies and third sector organisations.
- Ensure joint working across the Kent and Medway ICS via the Kent and Medway ICS Prevention Workstream.
- Work collaboratively with colleagues nationally and regionally to share knowledge and expertise, establish best practice and identify opportunities for joint working.

#### **4. FINANCIAL ACCOUNTABILITIES**

The post holder will be responsible for the day to day management of individual project budgets and to support the Senior Public Health Manager to manage the department budget by keeping appropriate records.

The post holder will also be expected to identify opportunities for funding from internal and external organisations and support the Senior Public Health Manager in the preparation of bids and or business cases as required.

#### **5. WORKING ENVIRONMENT**

The postholder will undertake hybrid working, with a combination of remote working and office based at Gun Wharf, Chatham. The team currently work nominally to one day working in the office per week. The postholder should be able to reach the office in a timely manner if necessary.

If necessary, the postholder must be able to travel as necessary to attend meetings and conferences. The postholder will be required to have the ability to reach a diverse range of locations in a timely fashion.

Frequent computer use with regular breaks.