

# Internal Communications Manager (Band 7)

Recruitment Profile - This is a summary of the Job Description and Person Specification



**Blood and Transplant**

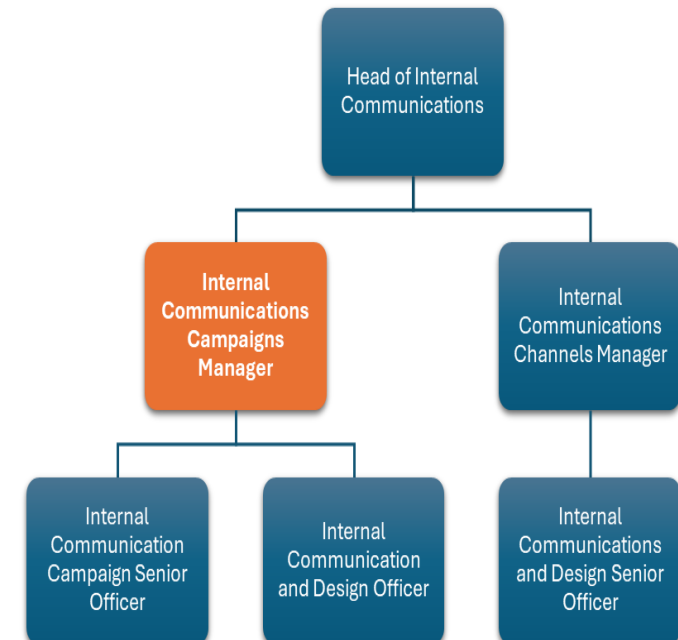
## About the Role

In this role, you will be responsible for strengthening the internal communications strategy, in helping celebrate impact of campaigns and work within the organisation. Your responsibilities will include:

- Lead and devising a regular drumbeat of internal communications campaigns to inform, educate and inspire NHSBT colleagues looking for new and exciting ways to engage staff. You will have a particular focus on people and culture priorities.
- Raising visibility of leadership by identifying key spokespeople for key campaigns and achievements and ensure employees see how each part of NHSBT is working to deliver each of the priorities set in the business plan.
- Enabling strategic change by reviewing data /analytics against the communication strategy and help make improvement where necessary.
- Working closely with colleagues across NHSBT to source, investigate and implement meaningful internal campaigns using insight into what works and evaluating the impact.
- Delivering campaigns that address issues colleagues want to hear about as well as issues the organisation need to inform and educate our people about.
- Connecting colleagues to NHSBT's vision, values and strategy so that they can be our best advocates.
- Working with senior leaders to provide strategic internal communications advice
- Delivering timely, meaningful and engaging communication to more than 6,000 staff across the organisation.

Willingness and ability to undertake both UK and European travel and the ability to spend time away from base to meet the requirements of the post (with appropriate prior notice).

## Organisation Structure



## About Us

*Our three core principles are critical to our service, guiding everything we do and inspiring us to be the best.*

- *We **care** about our donors, their families, the patients we serve, and our people.*
- *We are **expert** at meeting the needs of those who use our service and those who operate it.*
- *We provide **quality** products, services and experiences for donors, patients and colleagues.*

**About You** - This section details the personal attributes we require for this role. If you feel these describe you we would welcome your application.

### Key Behaviours

- **Communicating** – Be highly articulate and credible, consistently influencing and delivering inspiring, engaging, and meaningful information regarding future direction
- **Collaborating** – Work in collaboration with your senior team collectively and individually, accepting and owning accountability for the decisions made and offering assistance where required, even where this falls outside of your remit
- **Leading** – Proactively create, leading by example, a culture of continuous improvement and empowerment. This will manifest itself in positivity about the service we provide and the opportunities it creates
- **Customer focused** – Foster strong professional relationships with your peers, respecting their knowledge and viewpoints whilst critically analysing outcomes to ensure that the service to Donors is paramount in decision making
- **Performing** – Demonstrate strong leadership, influence, & a robust culture of delivery
- **Innovating** – Recognise when change is required and demonstrate personal ownership for pursuing, communicating and implementing the change, whilst minimising the motivational impact on others

### Skills and Abilities

- Able to demonstrate a strong focus on performance management, developing performance management systems and holding colleagues to account
- Able to present complex and sensitive information to very senior managers, healthcare professionals and present to large groups
- Able to interpret the political tensions that arise across different health systems & health organisations & manage these successfully
- Able to review and assimilate a wide variety of information and draw conclusions from data using analytical skills
- Excellent organisational and prioritisation skills, ensuring delivery of outcomes within timescales and available resources
- Able to make significant budgetary and management decisions autonomously or with limited input
- Able to provide leadership and professional advice in a challenging and changing environment

### Experience and Knowledge

- Demonstrable experience in an internal communications management role
- Experience of developing and delivering internal communications programmes and campaigns using a wide range of channels and media.
- Experience of shaping and delivering campaigns during periods of change.
- Knowledge and experience of techniques and systems for evaluating the effectiveness of campaigns and internal communications.
- Understanding of and respect for donor/patient confidentiality.
- Experience of budget planning and management.
- Demonstrable track record of managing, motivating and developing teams.

### Qualifications and Training

- Master degree level qualification or equivalent demonstrable relevant professional experience on comms/marketing
- Relevant postgraduate degree/professional qualification or equivalent professional experience.
- Demonstrate commitment to own Continued Professional Development (CPD)