

COMMUNICATIONS ADVISER HSCP (INTERNAL)

Reference No.	A4873	Type	Individual
Service	Communications & Engagement		
Job Family	Professional 1	Grade	FC7

Purpose

To provide expert advice and deliver efficient, effective and creative internal communications that supports the delivery of Health and Social Care Partnership priorities.

Task or Responsibility - For this role, there is an expectation that all, or a combination, of the following will be undertaken:

Deliver the Partnership's internal news and information service through service/team connections: providing and promoting the internal narrative and integrating news systems with the External Communications Advisor to provide a consistent and connected flow of information for staff and the public - taking account of legislative and legal requirements and communication protocols agreed with NHS Fife and Fife Council.

Provide expert professional advice and guidance on internal communications strategy, policy and evaluation to Board Members, chief officers, senior managers and others across the Partnership.

Coordinate, deliver and evaluate strategic and operational internal communications across the Partnership and with stakeholders as required through:

- projects and packages of work linked to the Partnership's priorities, with services and partners as required
- campaigns, promotional activities and special events that improve the provision of information for employees and other

Person Specification: Skills, Knowledge, Qualifications or Experience - Criteria can apply to more than one task or responsibility

Knowledge of the workings of and current issues facing local government and the wider public sector

Experience in leading/coordinating the delivery of work/objectives with others

Educated to SCQF Level 7, which includes HNC in communications or marketing or equivalent professional qualification or experience in a similar/related communications/marketing role

Evidence of continuing professional development relevant to this post

Experience in communications, media relations, promotion and/or marketing.

Knowledge of media relations management and wider communications techniques and best practice

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Role Profile

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<p>partners, aid understanding and effectively promote key policy and service developments</p> <ul style="list-style-type: none"> the production of Partnership content and material from plans and copywriting to publications and distribution ensuring they appropriately reflect and promote the Partnership's aims, objectives, performance and client focus. extend the Partnership's use of digital communication channels to reach the workforce consistently and regularly: writing and coordinating corporate and promotional content online and maximising opportunities the digital office solutions provide for employee information and engagement. working collaboratively with the NHS and Fife Council Communications Teams to ensure consistency of message across the workforce and in line with the Fife Partnership ambitions set out in the Plan for Fife. 	<p>Ability to provide a regular and effective service</p>	<p>✓</p>	
<p>Manage relationships with services, and ensure appropriate support is provided by leading:</p> <ul style="list-style-type: none"> regular forward planning and performance reviews prioritising activity in the context of wider strategic plans designing and taking responsibility for the delivery of communication plans delivering effective internal news and briefing services managing ad-hoc requests for support monitoring and, where appropriate initiating improvements in, the quality of internal communications service provided 	<p>Project management experience</p> <p>Experience prioritising workload, meeting deadlines and reacting positively when under pressure</p> <p>Demonstrates innovative thinking and creative application of new ideas</p> <p>Critical and lateral thinking</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	
<p>Providing internal communications advice and support to the Board, Elected Members at a strategic and area level as required.</p>	<p>Experience advising elected members of officers on all aspects of communications</p> <p>Negotiation skills and ability to communicate effectively at all levels</p>	<p>✓</p> <p>✓</p>	
<p>Assist in the coordination and reporting on budgets for projects or activities as required.</p>	<p>Demonstrates innovative thinking and creative application of new ideas</p>		<p>✓</p>

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Deliver effective presentations and products to deliver messages effectively in reports and other documentation as required.	Experience in developing a comprehensive and pro-active media and communications strategy		✓	
	Demonstrates a commitment to improving customer service through effective communications		✓	
	Communication skills, both written and oral		✓	
	Presentation skills		✓	
	Experience of leading/making a positive contribution to change			✓
	Team worker/team builder		✓	
	Networking skills/networker		✓	
	Experience in joint working		✓	
	Commitment to Fife Council aims and values		✓	
	Has a positive and flexible attitude to the requirements of the post and the need for out-of-hours working where necessary		✓	
Undertaking all other duties as required for the role. Duties will be in line with the grade.				

Role Profile

Additional tasks or responsibilities – this is a generic role, however this particular job may also require you to undertake the following:				
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Type of Protection of Vulnerable Groups Scheme (PVG Scheme) or Disclosure Check required	
Before confirming appointment: You may be required to obtain PVG scheme membership or a Disclosure check. Please refer to the job advert for clarification of the specific requirement.	
Additional Information – the following information is available	Expected Behaviours – It is essential that you display the following behaviours as they are expected of all our employees:
<ul style="list-style-type: none"> Skills Framework (if applicable) How we work matters 	<p>Every council employee is expected to lead the way by making decisions and behaving in ways that uphold our community commitments and values. Please refer to How We Work Matters Guidance to learn more.</p>