

COMMUNICATIONS ADVISER HSCP (EXTERNAL)

Reference No.	A4872	Type	Individual
Service	Communications & Engagement		
Job Family	Professional 1	Grade	FC7

Purpose

To provide expert advice and deliver efficient, effective and creative external 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 news and information service and manage the organisation's relationship with journalists and key external stakeholders – answering enquiries, developing a proactive news strategy and the integration of news systems with the Internal 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 external media and communications strategy, policy and evaluation to Board Members, chief officers, senior managers and others across the Partnership.

Coordinate, deliver and evaluate strategic and operational media relations and external communications support across the Partnership and with stakeholders as required through:

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

E **D**

✓

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Role Profile

Task or Responsibility - For this role, there is an expectation that all, or a combination, of the following will be undertaken:	Person Specification: Skills, Knowledge, Qualifications or Experience - Criteria can apply to more than one task or responsibility	E	D
<ul style="list-style-type: none"> • 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 to customers and key external stakeholders and effectively promote policy and service developments • 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. • the design and development of the Partnership’s web and social media presence including writing and coordinating corporate and promotional content online, managing the user experience and maximising 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>Knowledge of media relations management and wider communications techniques and best practice</p> <p>Ability to provide a regular and effective service</p>	<p>✓</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 media and external communication plans • delivering effective media relations • managing ad-hoc requests for support • monitoring and, where appropriate initiating improvements in, the quality of the external 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>✓</p>	

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	Negotiation skills and ability to communicate effectively at all levels	✓		
Assist in the coordination and reporting on budgets for projects or activities as required.	Demonstrates innovative thinking and creative application of new ideas		✓	
Deliver effective presentations and products to deliver messages effectively in reports and other documentation as required.	Experience in developing a comprehensive and proactive 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>