



**Royal National
Orthopaedic Hospital**
NHS Trust



The
Stanmore
Building

RNCH

Deputy Director of
Communications



Welcome

Dear Candidate

Thank you for your interest in the important role of Deputy Director of Communication at The Royal National Orthopaedic Hospital NHS Trust (RNOH). This is a critical appointment for our organisation and we will require an exceptional and inclusive leader to work with the HR and Executive team through the next stages in our development, and I am delighted that you are exploring the opportunity to join us.

You would be joining us at a very exciting time, and we have much to be proud of at RNOH, not least over the past year when our committed staff have met the demands of the Covid-19 pandemic. Even during this challenging time, our services remain renowned internationally and we have recently been recognised as one of the top ten hospitals in the world for orthopaedic care and number one in the UK. These rankings highlight the crucial work the RNOH does in treating and supporting patients with some of the most complex and chronic musculoskeletal conditions, as well as our vital research and development into future treatments and assistive technologies. This recognition, along with other metrics such as being the best performing hospital Trust in the NHS staff survey for staff engagement and a Care Quality Commission 'Good' rating, is a testament to our staff and the significant contribution they make.

Though we have strong foundations, we are not complacent and wish to build on this success. We also recognise the landscape has changed. The Long Term Plan, North Central London ICS strategy and the pandemic have led to service developments affecting the whole care pathway and this has led to new collaborations across the health and care system. So, it is time to look to our future.

True to our values, we drive for excellence in all that we do and, as such, we have set out an ambitious strategy that I am proud to have the opportunity to realise as Chief Executive.

This strategy that will ensure our sustainability and our ability to continue delivering care to patients that is amongst the best in the world. Specifically, to remain a national and international leader in orthopaedics, we need to:

- Significantly grow in scale
- Increase efficiency
- Work through multiple partnerships

Our Deputy Director of Communications will play a key role in helping us build on the long history of the RNOH towards an exciting future.

Leading the Communication team, you will launch an exciting communication strategy that encompasses our diverse range of stakeholders; our patients, our staff, local community, system partners and our charity. The communication strategy will need to be innovative in order to not only support, but uplift our ambitious strategy.

Kind regards

Professor Paul Fish
Chief Executive



Our Team

Paul has touched on our ambitious strategy. Underpinning this strategy is our aspiration to be an outstanding organisation for everyone: our people, our patients, their families, and their care networks. For our people who work here that means we want RNOH to be a great place to work where everyone can thrive and grow.

The Deputy Director of Communications will report to me, in my role as Chief People Officer. The successful candidate will be an integral part of the HR leadership team and will work closely with the CEO Office and the RNOH Charity.

We are looking for someone who will design and drive a new, innovative and multi-channel communication strategy. The candidate should be able to demonstrate knowledge of social media platforms and digital content and will be able to measure their effectiveness. They will have a creative flare and be able to adapt impactful messages to a variety of stakeholders. They will be a passionate networker with the ability to influence and inspire change. NHS experience is not required for this role.

As well as spearheading the Trust's communication strategy, the successful candidate will lead a small team overseeing internal and external comms. At the RNOH, we are proud to be recognised as a top-rated Trust for staff engagement (recognised through the NHS Staff survey). We are looking for a Deputy Director who will lead and engage this team, to deliver a fresh approach to RNOH Comms.

I would like to thank you for your interest in the RNOH and wish you success in your application!

Laura Bevan
Chief People Officer



Our Strategy in greater depth

The four pillars of the Trust's strategy; Growth, Efficiency, People and Enablers

People

- Achieving the best staff experience of any provider in London – evolving our culture as we grow
- Recruiting and developing a diverse talent pool
- Achieving the best patient experience of any provider in London

Efficiency

- Top decile performance in length of stay and theatre efficiency
- Achieving efficiency and improved service resilience through a shared service model for corporate and clinical support services.
- Reduction of Reference Cost Index to 115
- Improving our social value impact - both sustainability and community

Growth

- Growth in tertiary services so that 30% of national activity is undertaken at the RNOH (RNOH Stanmore/RNOH Kids)
- Growth in private practice, from £8m to £60m per year turnover and reinvest back in to our core (RNOH Private Care)
- Establish and grow first contact and secondary care MSK services in London and nationally (RNOH Local)
- Boost our Academic programmes and drive innovation in orthopaedic service delivery (RNOH Innovation)

Enablers

- Partnerships - Clinical e.g., RFL London/GOSH/NOA (GIRFT), the RNOH Charity
- Infrastructure - Digital (e.g., EPR) and Estates
- Specialist commissioning
- System leadership for MSK – System Access/System Wide PTLs, Pathway enablers

Board meetings

You can find further information on RNOH's strategic and operational goals in our public board meetings at <https://www.rnoh.nhs.uk/about-us/corporate-information/board-meetings>



Role Description

Role title Deputy Director of Communications

Reports to Chief People Officer

Under the Executive leadership of the Chief People Officer, the Deputy Director of Communications will contribute to organisational decision-making and the strategic development of the trust. At the heart of this role is the goal of a fully integrated, innovative and creative communications and engagement strategy. The successful candidate will drive the development of a single narrative around the potential of the trust to transform the way musculoskeletal health is delivered both in North Central London and nationally. They will also oversee all aspects of stakeholder engagement, maximising opportunities to promote the trust's work to key audiences.

External communications and engagement

- Work with the Executive Team, the RNOH charity and senior colleagues in the trust to develop a strategic communications and engagement plan and the optimal strategies for articulating the narrative to stakeholders.
- Oversee the generation of content creation about the trust's services and research that can be leveraged by the charity and maximised externally to raise brand awareness.
- Under the leadership of the Chief People Officer, drive the planning and execution of an integrated traditional and social media engagement strategy - to amplify key messages and create positive awareness amongst key stakeholder groups.
- Use proven evaluation techniques to assess the success of communications outputs and, if necessary, adapt them to improve outcomes.
- Drive the development of policies and standards around all communications outputs and ensure they are implemented consistently and appropriately.
- Ensure that the values of the trust are reflected in all communications, and that corporate identity is applied consistently.
- Drive the production of tailored, high quality material, including bulletins, newsletters, web pages and slide presentations and ensure they reflect the diversity of the communities served by the trust.
- Manage the coordination and processing of the trust's system for Freedom of Information (FOI) requests, with oversight and guidance on the legal obligations from the governance team.

Internal Communications and engagement

- Devise and deliver an internal communications strategy that articulates the new vision, values and objectives of the trust and helps create a cultural, purpose-driven shift in the way the two organisations work together.
- Oversee the production of internal communications material that engages the workforce and provides them with the information they need to care for their patients and be effective ambassadors for the trust.
- Provide communications guidance to senior internal stakeholders, including making recommendations where opinions may differ.

Patient, carer and public engagement

- Provide input into the delivery of the patient, carer and public engagement plan to embed effective strategies.
- Oversee the creation of opportunities for service users and carers to be involved in trust and charity events and recruitment and training.

Brand

- Drive the implementation of a brand strategy to strengthen stakeholder engagement internally and externally and to underpin fundraising efforts.
- Drive the development of the trust and work with the charity to ensure the websites reflect the alignment between the two organisations.

Media relations

- Oversee the provision of an effective press office function which gives accurate and timely responses to media enquiries and seeks proactive opportunities to engage the media in positive news stories relating to the trust and the charity.
- Lead on all crisis communications.
- Train and support staff to ensure the organisation is represented appropriately in its communications with the media.
- Ensure that the trust's views are always represented by overseeing press releases and interviews and inputting into consultation responses and Freedom of Information requests from the media.

Leadership

- Build and maintain strong positive relationships with leaders across the trust through open communication and constructive feedback.
- Take a proactive approach to developing and maintaining effective working relationships with key stakeholders, building support for the organisations' strategic objectives across partnerships and networks.
- Inspire and motivate the communications team and create a culture of high-performance and empowerment.
- Ensure the provision of regular supervision, objective setting, appraisal and personal development plans to all direct reports and their staff.
- Develop and manage the departmental budget.

Corporate

- Proactively enhance and promote the reputation of the Trust .
- Identify potential issues or sensitivities and advise the trust accordingly, ensuring that it can respond appropriately, and that areas requiring improvement are recognised and acted upon.

Line management - Communications & Engagement Team

- Further develop the respective communications teams for both RNOH Trust and RNOH Charity building on existing achievements.
- Lead and manage the Communications & Engagement Team function (3 wte) for the Trusts providing leadership, support and guidance.
- Ensure the provision of regular supervision, objective setting, appraisal and personal development plans to all direct reports and their staff.
- Manage the communications budget to ensure a planned, managed and balanced budget is maintained.
- Manage the SLA and budgets for external consultancy services or third party suppliers
- Support planning and delivery of the respective Trust-wide cost improvement and efficiency programmes.
- Role model the behaviours linked to the respective Trust values.
- Enable and actively promote a just culture, supporting staff to speak up wherever there are concerns about patient or staff safety.



Person Specification

Knowledge and Experience

- Senior level experience in communications and engagement, including in the public sector.
- Experience of leading teams at senior management level and fostering a culture of learning, growth and professional development.
- Experience of developing mutually beneficial relationships with key stakeholder groups and building strong relationships, internally and externally.
- Extensive experience of devising, writing and implementing effective communications and engagement strategies – including both traditional and digital communications – and evaluating outcomes.
- Some knowledge of large organisation-wide projects involving operational and cultural change
- Some knowledge and experience of the use of market surveys and evaluation techniques
- Proven experience of successfully leading the development and implementation of an integrated brand strategy in line with organisational goals.
- Experience of crisis communications.

Skills and abilities

- Outstanding communication skills.
- Outstanding interpersonal skills and ability to influence colleagues at all levels.
- Proven track record of collaborative working.
- Ability to work in fast paced environments.
- Ability to handle highly sensitive and complex information and respond to legislative requirements.
- Excellent organisational skills.
- IT literacy and competency.
- Political awareness.

Leadership and behaviours

- Highly skilled in managing working relationships at all levels
- Ability to handle conflict and resolution, using mediation and consultation to find solutions.
- Self-motivated and self-initiated.
- Positive professional work attitude.
- Hands on attitude with exceptional attention to detail.
- Experience of handling competing priorities, working to tight deadlines and delivering results.

This role will offer

Salary:	£83,159 - £95,354 including Outer London Waiting
Location:	The role is based at the RNOH, Stanmore, Middlesex
Annual leave:	27 days holiday per year, plus bank/public holidays rising to 33 days
Other benefits include:	NHS pension (still regarded as one of the best in the country); flexible working, free parking on-site.
Equality, Diversity and Inclusion:	RNOH is an equal opportunities employer. We are committed to our approach to equality, diversity and inclusion and improving the working lives of our staff. We will consider applications to work flexibly, part-time or job share, please talk to us at interview about the flexibility you may need. We encourage applications from all regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

As part of our continued response to COVID19, we are closely following Department of Health and Social Care's (DHSC) guidance and the government's proposals for new mandatory COVID-19 vaccination legislation. This is expected to mean that full COVID19 vaccination will be a condition of employment in all NHS roles which have face-to-face contact with patients and service users from 1 April 2022 unless exempt. This also means that by 3 February 2022 all such staff will need to have had their first COVID19 vaccination. Should the legislation come into force, and should your role be identified as being within the scope of the legislation, you will be required to provide evidence of your vaccination status or a legitimate exemption from these requirements as a condition of your employment.



How to Apply

If you believe you can offer the experience, skills and qualities we are seeking we very much hope you will consider applying for this role.

To make an application, please go to <https://starfishsearch.com/jobs/rnoh-dep-dir-comms/> and click on the apply now button, with the following prepared:

- your CV or equivalent biographical information (no more than two pages)
- a short statement that brings to life your motivation for being part of the RNOH and shares with us your early observations of our brand and our work from the outside.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Closing date	Monday 7th February 2022
Structured discussions with candidates	w/c 14th February 2022
Shortlist confirmed and candidates notified	w/c 21st February 2022
Final formal interviews and stakeholder panel	Monday 28th February 2022

Please note candidates may be asked to make themselves available for structured discussions during w/c 14th February at short notice.

