

**Reference Number:** FOI202223/212  
**From:** Private Individual  
**Date:** 08 September 2022  
**Subject:** Job Descriptions for Innovation Agency Director of Communications and Information Governance Staff

**Q1** Please provide the job description for the post of the Innovation Agency Director of Communications and Engagement

**A1** [Please see attached document \*JD Director of Communication and Stakeholder Engagement\*](#)

**Q2** Please provide job title and the job description for the post held by the member of LHCH IG Team who authored the email sent to me dated 26 August 22

**A2** [Please see attached document \*JD Information Governance & Document Control Facilitator\*](#)

## North West Coast Academic Health Science Network

### JOB DESCRIPTION

<b>JOB TITLE:</b> DIRECTOR OF COMMUNICATION AND STAKEHOLDER ENGAGEMENT	
<b>SALARY/GRADE:</b> VSM	
<b>HOURS:</b> 37.5 or pro rata for part time	<b>RESPONSIBLE TO:</b> CHIEF EXECUTIVE

## **JOB SUMMARY:**

The post holder will work as a member of the Executive Team to deliver the AHSN's vision of reducing health inequalities and increasing economic growth across the North West Coast region.

Communications, stakeholder engagement and partnership building is the driving force of the AHSN as it seeks to build collaborative and interdependent relationships between organisations across its region for the benefit of residents.

The Director of Communications and Stakeholder Engagement holds overall responsibility for the following portfolio:

- To lead a high quality proactive communications service to customers of the NWC AHSN ensuring that contractually agreed standards, targets and statutory duties are met
- Provide communication about and marketing of services to the AHSN, ensuring effective internal and external communications to promote the AHSNs brand and reputation and support events and marketing activities
- Participate in the national AHSN Communications Collaborative, encouraging joint working amongst AHSN communications teams for mutual benefit.
- Proactively grow the AHSNs range of communications services and engagement with stakeholders, including health partners, academic partners and industry.

The post holder will be responsible for creating a culture which will allow the AHSN to create true partnerships with its stakeholders and communicate the achievements of these partnerships locally, nationally and internationally.

The post holder will be an integral part of the Board and Executive Team, working to develop the organisation's strategic direction and respond to requirements from member organisations and NHS England. This includes planning, formulating and agreeing the annual Business Plan and the Annual Report.

The post holder will also be responsible for communicating the results and activities of the AHSN's Patient Safety Collaborative and the AHSN's European and Global activities to ensure the organisation has a prominent profile, is able to shape future health policies and to maximise income opportunities for the region.

The post will be accountable for a team of staff to support communications, marketing, events management and stakeholder engagement.

## **KEY WORKING RELATIONSHIPS**

- Executive Directors and other AHSN staff on a daily basis
- Board Members and AHSN staff from the other fourteen AHSNs
- Communication colleagues in the other 14 AHSNs
- Staff at all levels in the AHSN's colleague organisations including the NHS, academic and industry sectors
- Members of the AHSNs Academic Summit, Industry Forum and Innovation Scout Programme
- Regional and National bodies e.g. NICE, Royal Colleges, Industry Associations (ABHI, ABPI etc)
- Department of Health and NHS England colleagues
- External Advisors

## MAIN DUTIES AND RESPONSIBILITIES

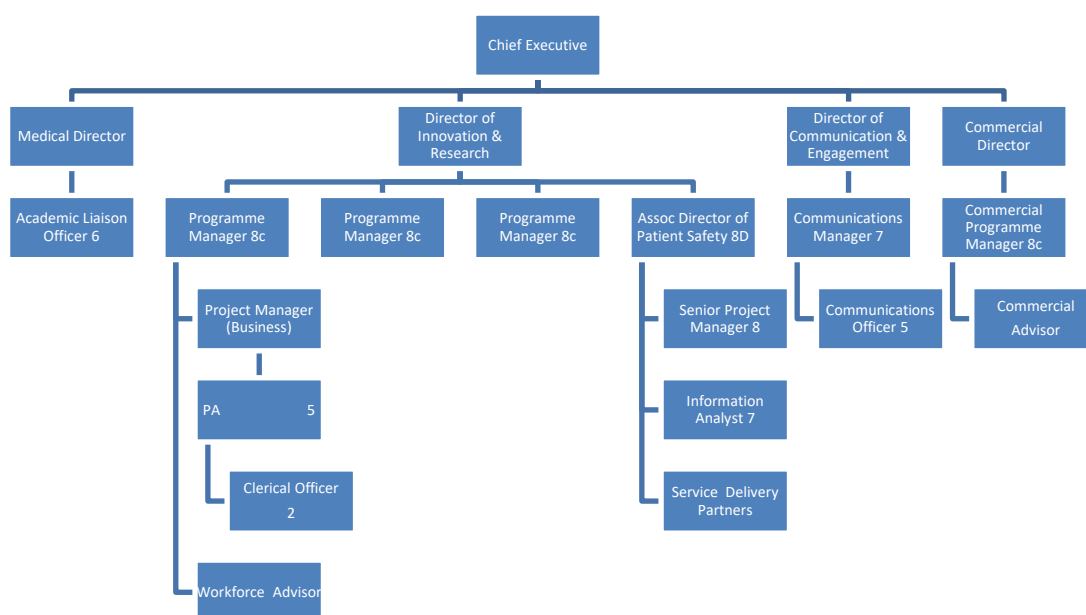
### INNOVATION AND RESEARCH

#### Key activities and responsibilities

Area of Responsibility	Role Specific Responsibilities/key activities
<b>Delivery Focus</b>	<ul style="list-style-type: none"><li>• Deliver a high quality communication service to AHSN stakeholders and to the AHSN</li><li>• Ensure increased focus on stakeholder and resident voice and greater data transparency is built into client-focused work</li><li>• Oversee effective day to day management of media requests and proactive media</li><li>• Effectively manage the response to specific high intensity communications issues</li><li>• Establish and maintain effective relationships with the NHS England, regional and national offices, the Department of Health, NHS bodies, universities industry and other external stakeholders</li><li>• Contribute to the activities of the national AHSN Communications Collaborative, ensuring positive and strong promotion of the AHSN brand</li><li>• To ensure that the Board and Executive team are aware of its communications, marketing and stakeholder engagement activities reporting these on a regular basis.</li><li>• Generate income through sponsorship etc</li></ul>
<b>Stakeholder Focus</b>	<ul style="list-style-type: none"><li>• Provide regular communications to AHSN stakeholders on the development of the service, news, opportunities etc.</li><li>• Ensure that the AHSN has an effective website and social media presence</li><li>• Ensure that the AHSN has a range of high quality marketing materials</li><li>• Ensure that targeted events and collaborative forums are held that promote partnerships with AHSN stakeholders to yield powerful results</li><li>• actively seek out opportunities to enhance the reputation and marketability of the NWC AHSN area, its members and partners.</li><li>• Ensure all communication, emanating from the AHSN, is responsive and inclusive, focusing on improvement and ways to move forward.</li><li>• Ensure that all communication is presented appropriately to the different recipients, according to levels of understanding, type of communication being imparted and possible barriers such as language, culture, understanding or physical or mental health conditions.</li><li>• Evaluate new communication approaches and work in collaboration with member organisations to align campaigns to maximise impact</li><li>• Building good professional relationships with journalists and editors in local, regional and national media and specialist journals</li></ul>

	e.g. HSJ
<b>Business Focus</b>	<ul style="list-style-type: none"> <li>• Deliver high quality internal communications services ensuring that staff and the Board are well informed about the organisations activities</li> <li>• Support the marketing of AHSN services</li> <li>• Promote the AHSN's commercial focus and income generation activities</li> <li>• Identify opportunities for communications service development and continual improvement to ensure high quality VFM services to customers</li> <li>• Procure communications services from external suppliers where agreed</li> <li>• Contribute to benchmarking services or similar to ensure understanding of the AHSNs position with regard to efficiency, effectiveness progress</li> <li>• Embed working practices and use of IT and other support which will maximise delivery efficiencies</li> </ul>
<b>Leadership Focus</b>	<ul style="list-style-type: none"> <li>• The post holder will be a key member of the AHSN Executive team, working closely with the Chief Executive and Chair to ensure the successful delivery of services and high performance delivery</li> <li>• Manage, motivate and inspire team members to enable them to work across a wide geographical area, investing time in their development</li> <li>• Conduct annual appraisal for team members, setting personal objectives and development plans and providing constructive feedback to assist with development</li> <li>• Support the Chief Executive to provide regular team briefings on AHSN strategies and priorities ensuring all staff know how they contribute to the business</li> <li>• Assist members of the team with blogs and external communications activities</li> <li>• Build effective relationships with colleagues at all levels through open communication and constructive feedback</li> <li>• Proactively manage poor performance, grievance and disciplinary issues in a sensitive and professional manner</li> </ul> <p><b>Developing an excellent organisation</b></p> <ul style="list-style-type: none"> <li>• Actively support the development of individuals and the team through appraisal, personal development planning, coaching and mentoring</li> <li>• Support the organisation's ways of working, model its values and champion the work of the AHSN</li> </ul> <p><b>Equality and Diversity</b></p> <ul style="list-style-type: none"> <li>• Promote Equality, Diversity and Inclusion in employment practices and leadership relationships</li> <li>• Ensure that the AHSN and its stakeholders, proactively support the principles and practice of equality of opportunity</li> <li>• Look for opportunities to drive social good, such as use of apprentices, diversity and environmental impact, through procurement and</li> </ul>

	recruitment policies.
<b>Other</b>	<ul style="list-style-type: none"> <li>This is not an exhaustive list of duties; staff are therefore required to undertake any other duties commensurate with the grade and in line with the requirement of this post</li> <li>The AHSN is a relatively new organisation. This job description is therefore a reflection of current thinking and may be subject to change from time to time, in discussion with the post holder</li> </ul>



## i. Personal Responsibilities

NWC AHSN expects all staff to share the values that are important to the NHS and its partners and members, and behave in a way that is consistent with these values. The post holder will be expected at all times to take responsibility for their own actions, support multi-disciplinary and partnership working and develop a working environment of courtesy, fairness and mutual respect. Large scale networks like the AHSN rely on collaborative working, and the post holder must recognise their role as an ambassador for the AHSN in their dealings with other colleagues and organisations.

## ii. Conflict of Interest

Post holders are required to declare any involvement, either directly or indirectly, with any firm, company or organisation which could be construed as a conflict of interest with the AHSN. This requirement applies throughout the period of tenure.

Failure to disclose a conflict of may lead to dismissal, but the existence of such a conflict is not necessarily a bar to employment by the AHSN. Any member of the executive team will be able to advice on this issue.

### **iii. Confidentiality**

Post holders may be given access to confidential information which must only be disclosed to parties entitled to receive it. Information obtained during the course of employment should not be used for any purpose other than that intended. Unauthorised disclosure of information is a disciplinary offence.

### **iv. Criminal Records**

Candidates will be asked at interview whether they have any criminal convictions, and a police check on the existence of a criminal record will be made to the preferred candidate for appointment to the post. NWC AHSN will reserve the right to withdraw any conditional offer of employment made on the basis of the outcome of a criminal records check or if a material offence is committed during the period of tenure.

### **v. Special Conditions**

The AHSN is hosted by Lancashire Care NHS Foundation Trust. Where the AHSN has not developed its own organisational policy, it will normally default to that of the host. The following requirements and conditions are specifically brought to the attention of the post holder:-

As a member of staff you have:

- Legal duties and responsibilities under Health & Safety legislation, plus a general duty to work safely and not to put others at risk i.e. colleagues, patients, visitors, as a result of any activity or omission at work.
- A duty to report any practice that you consider compromises standards of risk and health & safety. The Whistle-blowing Policy gives effect to the Public Interest Disclosure Act under which an individual who raises such concerns for unfair treatment is protected.

The AHSN and its host Trust place great emphasis on the need for the strictest confidentiality in respect of personal data. All information about people will be treated in the strictest confidence at all times. Breaches of confidentiality will be investigated and may lead to Disciplinary action being taken.

The AHSN and its host Trust view their responsibilities under the Data Protection Act and the Caldicott Principles as central to all activities that are carried out in their name. Staff are therefore expected to acquaint themselves with the principles of Information Governance, and to complete the mandated training modules that have been agreed.



## Person Specification – Director of Communications and Stakeholder Engagement

Knowledge		Specialist Skills	
<ul style="list-style-type: none"><li>• Experience of working in the NHS.</li><li>• Understanding of organisational culture on performance and productivity</li><li>• Excellent leadership skills</li><li>• Advanced knowledge of planning, implementing and evaluating communications aims and objectives, aligned to corporate priorities and strategies</li><li>• Up to date knowledge of a broad range of current communication practices, tools and techniques to support the above</li></ul>		<ul style="list-style-type: none"><li>• Extensive journalistic experience and training</li><li>• Understanding of performance management techniques to enhance workforce contributions</li><li>• Exceptional communicator, able to create impact and demonstrate proactive customer relationship awareness</li><li>• Understanding of the dynamics within a business arena and balance against political environment</li></ul>	
People Skills		External Impact	
<ul style="list-style-type: none"><li>• Demonstrable ability to create constructive teams</li><li>• Support creativity and innovation within staff groups at all levels</li></ul>		<ul style="list-style-type: none"><li>• Ability to analyse communications and marketing activities and ensure that this analysis informs future activities</li><li>• Personal credibility with partners due to understanding and senior-level practical experience of the health sector</li></ul>	
Decision Making		Creative Thinking/Innovation	
<ul style="list-style-type: none"><li>• Ability to make difficult and challenging decisions that support strategic aims and long term vision</li></ul>		<ul style="list-style-type: none"><li>• Ability to find innovative solutions to workforce resource planning and procurement</li></ul>	
Values and Behaviours			
Demonstrable commitment to and focus on quality, promotes high standards to consistently improve stakeholder engagement			
Demonstrably involves patients, service users and the residents in their work			
Values diversity and difference, operates with integrity and openness			
Works across boundaries, looks for collective success, listens, involves, respects and learns from the contribution of others			
Uses evidence to make improvements, seeks out innovation			
Actively develops themselves and others			
Self-awareness in terms of emotional intelligence, biases and personal triggers with cultural sensitivity and awareness			
Demonstrable commitment to partnership working with a range of external organisations			
Skills and capabilities			
Strong external communication skills, with experience of handling a range of media			
Knowledge			
Understanding and appreciation of the NHS, Academic Institutes and business operations			
Commercially astute and able to analyse communications and marketing presence and learn from results			
Proven and significant leadership experience			
Experience			
Experience working as a journalist in a range of settings			
Experience of working with NHS Boards			

Leadership experience
Proven experience of working collaboratively with a range of external and public organisations, including universities, government agencies, voluntary and independent sector
<b>Qualifications</b>
Professional qualification or relevant experience
Significant evidence of continued professional development in a specialist area.

## LIVERPOOL HEART & CHEST HOSPITAL NHS FOUNDATION TRUST

### JOB DESCRIPTION

<b>POST:</b>	<b>Information Governance &amp; Document Control Facilitator</b>
<b>BANDING:</b>	<b>Band 3</b>
<b>ACCOUNTABLE TO:</b>	<b>Information Governance &amp; Health Records Manager</b>

### JOB SUMMARY

The Information Governance & Document Control Facilitator will support the delivery of the Information Governance Strategy, associated work plans and agendas, audit and assurance.

The post-holder will be responsible for coordinating release of information for continuance of care, and supporting requests for disclosure of information under relevant European and UK legislation in line with Trust policy and procedures.

The post holder will facilitate document control in such a way as to make a direct positive contribution to the organisation by maintaining a Trust wide database and archive to support the transition of policies through the ratification processes. The post holder will ensure the appropriate dissemination of current policies to enable the Trust to comply with Risk Management, Information Governance and other external standards to support organisation compliance.

### PRINCIPAL ACCOUNTABILITIES

#### Information Governance

- In line with legislation and Trust procedures, facilitate and support responses to requests for information received under European and UK legislation, maintaining accurate logs of such activities.
- Facilitate and support release of health record information in response to 'continuance of care' requests.
- Alert any potential breaches of disclosure timeframes to immediate manager.

- Support administration of electronic logs for Access to Information requests, Privacy Impact Assessments and Information Sharing Agreements and the associated manual record systems.
- Monitor generic email inboxes to ensure requests are managed or re-directed to appropriate function for action.
- Facilitate and support compliance with the Information Governance Communications Calendar and delivery of Information Governance training materials to all Trust staff at corporate induction.
- Facilitate and support maintenance of the content of the Trust's Freedom of Information Disclosure Log and Information Governance Intranet and Internet sites.
- Participate in audits to support Information Governance requirements.
- Support the development of Information Governance training and awareness materials.
- Support the development and documentation of Information Governance procedures.
- Support the collection of compliance evidence for Information Governance and other relevant assurance frameworks.
- Attendance at internal or external meetings as required.
- Provide admin support and meeting coordination for the Information Governance function.
- Support ordering of stationery and purchase orders for the department.
- Point of contact for access to information related queries and enquiries from Trust staff and other service users, re-directing as appropriate.
- Transcribe messages clearly and accurately and escalate as required to colleagues or managers.
- Deputise for the Information Governance Officer in their absence.
- Support and promote an information governance culture throughout the Trust.

- Deal with unpredictable work patterns because of changes in demand for information.
- Be proactive for self-development through experience, reflective practice, professional support and independent research and reading. Maintain a personal portfolio for recording development.
- Provide support to the Scanning Bureau as required, and undertake any other appropriate duties relevant to role and grade.

## **Document Control**

- Co-ordinate publication and dissemination of Trust policies, procedures, guidelines, protocols, business continuity plans, and terms of reference, in line with Trust procedures.
- Maintain archive of historical versions of policies and documents in line with national retention periods, flagging any to be appraised for destruction or permanent retention.
- Maintain the document control inventory log, providing relevant data and reports for assurance and compliance monitoring.
- Provide a central reference point for advice to authors relating to aspects of the Document Control Policy and the development and review of all procedural documents.
- Champion document control and raise awareness of requirements via various communication methods.
- Point of contact for document control related queries and enquiries from Trust staff and other service users, re-directing as appropriate.

## **COMMUNICATION**

- The post holder is required to communicate with a wide ranging variety of posts and roles including Board, management, clinical and non-clinical.
- Ability to communicate confidently and effectively at all times is essential, ensuring appropriate methods of communication.

## **SKILLS, KNOWLEDGE AND ATTIBUTES**

- Competent numeracy and literacy skills
- Competent in the use of Microsoft Office and desktop applications and can demonstrate good skills with respect to database and/or spreadsheet management, including basic data analysis techniques in MS Excel.
- Excellent communication skills.
- Ability to work with minimum supervision when required.
- Excellent time management and organisational skills.

## **EXTRA INFORMATION**

- Aspects of manual handling may be required to retrieve pre-EPR and miscellaneous health records for disclosure requests
- Provide support to the Health Records Scanning Bureau for document preparation, scanning, indexing and quality assurance.
- Managing secure return of third party case notes back to original data controllers e.g. external NHS Trusts.
- Undertaking privacy audits in line with IG procedures regarding access to summary care record.
- Support completion of cost recovery procedure in line with documented standard operation procedure.

## **EDUCATION AND TRAINING**

- Participate in appropriate training and development opportunities.
- Participate in all Trust Mandatory training / study days

## GENERAL STATEMENTS

### CONFIDENTIALITY

All employees must adhere to policies and procedures relating to Information Governance, Confidentiality and Information Security.

### RISK MANAGEMENT

The Trust is committed to approaching the control of risks in a strategic and organised manner.

The postholder must be aware of their individual responsibilities as detailed in the Trusts Risk Management, Health & Safety and Incident policies, and those under the Health and Safety at Work Act. This includes the reporting of any untoward incident, accident, potential or actual hazard identified.

### SAFEGUARDING

All staff are required to be familiar with the arrangements for safeguarding children, young people and vulnerable adults and support the organisation in promoting the welfare of children, young people and vulnerable adults.

Staff working directly with children, young people and vulnerable adults will have a responsibility to ensure safeguarding and promoting their welfare forms an integral part of their duties.

Staff who come into contact with children, vulnerable adults, parents and carers in the course of their work and/or have access to records will have responsibilities to safeguard and promote the welfare of children, young people and vulnerable adults.

Staff who come into contact in the course of their duties, with parents, carers or other significant adults or children, young people and vulnerable adults should always be mindful of safeguarding and promotion of the welfare of these individuals.

### INFECTION CONTROL

In accordance with the Health and Social Care Act 2008, it is the responsibility of every member of staff to participate in the prevention and control of infection within the capacity of their role. In order to maintain high standards of infection and prevention control all staff are expected to comply with the

relevant Trust policies, procedures and guidelines and report any concerns to their manager or to the infection prevention team.

## HEALTH AND WELLBEING

The Trust is a Health Promoting Hospital. The Trust expects that when you are presented with opportunities to improve the lifestyle of our patients you seek help from appropriately trained clinical staff to ensure patients are supported and assisted in making the necessary lifestyle changes. This is in accordance with best practice as described in the DoH white paper “Choosing Health – Making Healthy Choices Easier”.

## EQUAL OPPORTUNITIES

The Liverpool Heart & Chest Hospital NHS Foundation Trust is committed to achieving equal opportunities. All employees are expected to observe this policy in relation to the public and fellow employees.

All staff are expected to adhere to, and act in accordance with, the values & behaviours of the Trust.

This document is intended to be used as a guide to the general scope of duties involved in this post. It is not exhaustive and should not therefore be used as a rigid specification. It will be kept under review and amended as required in consultation with the postholder.

Created by:	Information Governance & Health Records Manager	Dated	November 2017
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