

# Engagement Manager 236584

L I V I N G   O U R   V A L U E S



## A Career with NHS 24



Now is a great time to be joining NHS 24 as we continue to grow and deliver safe, responsive person-centred services to the public of Scotland. We are proud to employ around 2000 staff across six main contact centres in Scotland.

Careers here are all about care and compassion. Our work uses digital and telephone-based technology to help people reach the right care, in the right place for them. We support people with both their physical and mental health needs, providing self-care advice when appropriate, offering mental health counselling support and connecting people with their local healthcare services if they need onward care.

Packed full of variety and accompanied by excellent benefits, we've made it our mission to give our people everything they need to thrive.

***Are you?***

- Resilient
- Committed to personal development
- Up for a challenging but rewarding career

If this sounds like you, then you sound like our kind of person.

NHS 24 is an equal opportunities employer committed to advancing equality and particularly welcomes applications from groups of people currently underrepresented within the workforce. We are a committed participant in the Disability Confident Leader Scheme and guarantee to interview all disabled applicants who meet the minimum essential criteria for our vacancies.

You can find more information about NHS 24 at <https://www.nhs24.scot/>

Please visit our NHS 24 career website: <https://careers.nhs24.scot/>

## Organisation Structure



## Our Values



### Care and Compassion

A commitment to creating a supportive and inclusive environment, where everyone is valued and treated with respect. Care and Compassion guide our interactions with colleagues, patients, and partners, and serve as a foundation for building meaningful relationships

### Dignity and Respect

Treating everyone with fairness, courtesy, and kindness, regardless of differences in background, belief, or opinion. Building trust and credibility in our interactions with others. Creating a positive work environment which is inclusive, respectful, and empowering

### **Openness, Honesty and Responsibility**

Fostering clarity, trust, and accountability in all of our interactions, whether they be with colleagues, patients or partners. The value of openness, honesty, and responsibility is the commitment to be truthful, transparent, ethical, and accountable in work

### **Quality and Teamwork**

Striving for quality and excellence in all our endeavours and setting a high standard for ourselves and demonstrating our dedication to our patients across Scotland. This is coupled with working collaboratively to achieve our common goals, and leverage individual strengths and expertise, resulting in better outcomes and improved efficiency

## **Transformation, Strategy, Planning & Performance**



This directorate brings together a range of functions collectively driving transformation and continuous improvement in the planning, design, development and delivery of NHS 24 services.

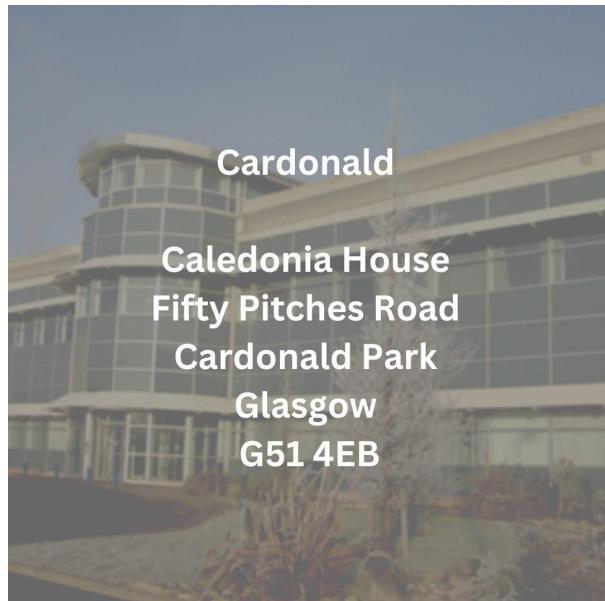
- Expertise across the range of directorate functions supports NHS 24 deliver effective, data and evidence driven, person-centred services with the population of Scotland, in collaboration with partners across health and care and beyond.
- The Directorate:
  - Sets out and drives forward the strategic ambitions for the organisation and contribution across the wider health and care system.
  - Supports the delivery of transformation programmes aligned with NHS 24s strategic ambitions.
  - Drives continuous improvement, optimising the performance and impact of our broad range of services for the public

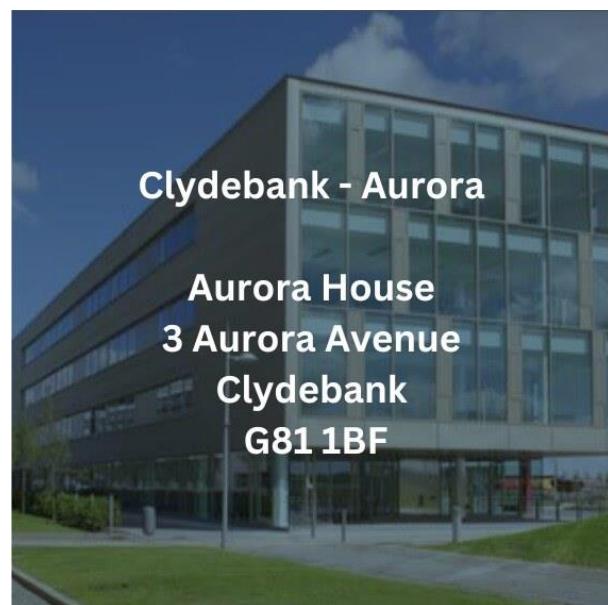
- Embeds its commitment to design principles, involvement and meaningful engagement with people

## Our Centres



We have six regional centres Aberdeen, Cardonald, Clydebank, Dundee, Hillington and South Queensferry. Vacancies may not be available in all centres therefore please check the current advert for further detail on availability.







## Benefits



Dignity and Respect

Openness, Honesty and Responsibility

Quality and Teamwork

Care and Compassion

NHS 24 offers a complete benefits package, with a permanent contract on Band 7 £50,861 - £59,159\* (pro rata for part-time hours). Placement on the salary scale is dependent on confirmation of previous relevant NHS service.

We also offer you many supportive policies to enhance your employee journey and have a comprehensive Employee Assistance Programme Provider, Cycle to Work Scheme, bursary scheme and a range of learning and development. As an NHS Scotland employee you will be entitled to:

- 35 days annual leave (rising to 41) pro-rata
- development opportunities including study bursaries, e-learning, and classroom-based courses
- enhanced pay for working during out of hours period
- enrolment into the Scottish Public Pensions Agency (SPPA) pension scheme
- NHS discounts on goods and services
- HELP, employee support and assistance

**Where you choose to combine working with NHS 24 and another employer, please note that NHS 24 complies with the Working Time Directive regulations of staff working no more than 48 hours per week on average across all employments with appropriate rest breaks between shifts.**

## **Job Description**



### **1. JOB IDENTIFICATION**

**Job Title: Engagement Manager**

**Responsible to: Participation and Equalities Manager**

**Department(s)/Location: Stakeholder Engagement & Insights Team, Transformation, Strategy, Planning and Performance Directorate**

**Travel to all Contact Centres on a regular basis**

### **2. JOB PURPOSE**

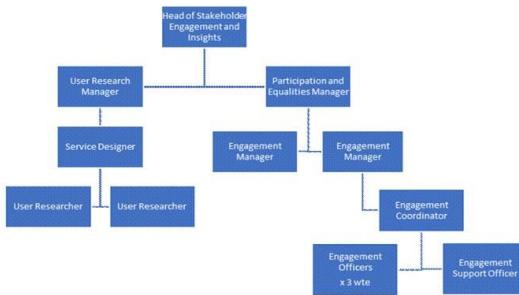
The principal role of the Engagement Manager is to support and where necessary deputise for the Participation and Equalities Manager in assuming a lead in the planning and delivery of strategies, policies and systems for internal as well as external stakeholder engagement.

Fundamentally, this role is about ensuring that each programme of engagement work across all stakeholder groups effectively supports the delivery of both the organisation's strategic and operational objectives managing and resolving issues where necessary and mitigating any risk to the programme of delivery.

The postholder will be responsible for the strategic planning and deployment of specific engagement projects supporting organisational programmes of work, with the overarching aim of embedding Stakeholder Engagement as the cornerstone of the design, development and delivery of services across our public, partners and staff.

The postholder will also assume a key governance role, gathering and analysing stakeholder/user insight to support development and delivery of person centred and effective services.

### **3. ORGANISATIONAL POSITION**



#### 4. SCOPE AND RANGE

NHS 24 is the national provider of digital and telephone based health and care services for Scotland; providing access to information, care and advice through multiple channels including telephone, web and online.

We work in collaboration with partners, the public and our people to co-design services using technology and a digital first approach to sustainable service development and delivery.

NHS 24's Corporate Strategy 2023/2028 sets 3 main strategic aims over the five year period:

1. Deliver sustainable high-quality services
2. Provide a workplace in which our people can thrive
3. Be a collaborative forward-thinking partner

The Transformation, Strategy, Planning and Performance Directorate has a lead role in delivering organisational transformation through a service design approach to the delivery of services, including support services, in accordance with user need. The directorate has a lead role in facilitating wider system change through Primary Care Reform, Waiting Times Improvement and Mental Health in accordance with the national strategies.

The remit of the Directorate includes responsibility for the introduction of new services and new ways of working as part of the delivery of its Corporate Strategy 2023/2028, through the Service Transformation Programme. The Directorate will also hold responsibility to support the transformation of its existing services and support functions. The main functions of the directorate are Engagement and Insights, Planning, Performance, Programme Management and Service Development.

#### 5. MAIN DUTIES/RESPONSIBILITIES

This Role Descriptor is aimed at outlining the main tasks specific to the role, however this is not an exhaustive list and there may be additional requirements in relation to the needs of the service.

#### SERVICE DEVELOPMENT

The postholder will:

- Work with the Participation and Equalities Manager to plan, develop and implement programmes of work in order that key service, as well as specific engagement objectives are met.
- Develop an in-depth knowledge of relevant policy environments and their impact on health and care Information services.
- Foster relationships and facilitate partnership working with stakeholders and/or partner organisations/professional groups.
- Provide leadership and guidance across an extensive programme of engagement activity. Responsibility for overseeing the recruitment and engagement activity of public user/focus groups across a range of topics and issues as the service develops and ensure that feedback and experience is linked back into the service.
- Have a specific role to plan and coordinate communication, engagement and networking activity.
- Play a key role in facilitating the development of the service through the feedback/2 way communication process between local service provision and the national service. This will include all aspects across the multi-channel service including but not limited to web, telephone, social media and face-to-face delivery of health and care information.
- Work collaboratively with the wider Service Development Team to deliver programmes of work.
- Identify and propose areas for service improvement, facilitate change and monitor impact.

## **STAKEHOLDER ENGAGEMENT**

The postholder will:

- Devise plans to develop relationships with stakeholders across (where appropriate) NHS 24, the wider NHS, voluntary sector, social care sector, commercial sector and public fora.
- Provide specialist support and advice on all aspects of stakeholder engagement across the organisation
- Identify and develop communications and engagement channels, including negotiating access to those controlled by partners/others.
- Manage and advise on day-to-day relationship management with partners.

- The post holder will lead on all aspects of user engagement activity and governance in relation to upholding a person centred and effective approach to service development and delivery
- The post holder will actively seek out, identify, advise upon and implement opportunities for collaborative working across all sectors.

## **COMMUNICATIONS & ADMINISTRATIVE**

The post holder will be required to communicate with and develop effective working relationships across all levels, internally and externally. The post holder will therefore be required to possess excellent communication and presentation skills.

- Act as an ambassador for NHS 24.
- Act as a central point of contact for the Engagement function of the Transformation, Strategy, Planning and Performance Directorate.
- Actively deploy programme management methodology to ensure that key areas of work are appropriately managed and governed.
- Report and present as necessary to individuals and groups spanning all levels of authority both internally and externally.
- Provide management of content for all channels of communication to internal and external audiences, including press, bulletins, newsletters, advertorials, digital and social media etc.
- Assume Chair responsibilities and/or facilitation for meetings/networks/fora where required.
- Maintain all records such as stakeholder data information, experience and insights, digital inbox management systems, social media management systems, feedback, compliments and complaints etc in line with NHS 24 Policy.
- Report on user engagement activity providing complex analysis on all user insights and utilising this evidence for programme efficiency and service development/improvement.
- Record and report on statistical analysis of all engagement activity and evaluation of same.

## **ORGANISATIONAL AND PROFESSIONAL DEVELOPMENT**

- To work as part of a multi-disciplinary team, to include regular attendance at team meetings and others as appropriate.
- To attend and actively participate in regular 1-2-1's, objective setting and annual appraisals.

- To provide leadership guidance and day to day supervisory support across the Engagement Team.
- To promote, advise upon and undertake relevant training and staff development activities as required.
- To advise upon as well as actively implement current policies and procedures, to contribute to their and others development to promote the efficient and effective running of the organisation.

## MANAGEMENT

- Responsible as line manager for Engagement Co-ordinator post holder(s) including recruitment and selection, appraisals, attendance management, disciplinary and grievance matters.
- Responsible for the planning and allocation of work to the Engagement Team
- Ensure that all relevant staff have clear objectives, established workplans, personal development plans, and there is a consistent approach to performance management. Identifying training needs and supporting personal development where appropriate.

## 6. SYSTEMS AND EQUIPMENT

- **Microsoft Word** – for the provision of records, reports, communication.
- **Microsoft Excel** – for the storage and production of data to enable the generation of reports including financial reporting and processing of expense claim forms, annual leave and sickness records.
- **Microsoft PowerPoint** – for the design and production of presentations.
- **Microsoft Outlook** – for effective and efficient communication and diary management.
- **Microsoft Publisher** –To create, personalise, and share a range of professional-quality publications and marketing materials.
- **Microsoft Project** – for effective and efficient management of Health Information Services projects.
- **General Equipment** – use of PC, laptop, printer, telephone, fax, photocopier, scanner, audio visual equipment, video and teleconferencing units, laminator, binder, shredder. Use of a mobile phone with prolonged conversations on a very frequent basis. Use of telephones for call conferencing on a very frequent basis.
- **Internet Explorer** – for guidance, research, management of social media channels

- **Intranet** – for access to organisational policies, procedures and updates.
- **NHS 24 Systems** – For expenses, learning and development, HR requirements etc
- **Mobile telephone** with prolonged conversations on a frequent basis
- **Multi media equipment** – for presentation purposes

## 7. DECISIONS AND JUDGEMENTS

The post holder will be responsible for managing and providing leadership on all programmes of work in relation to stakeholder engagement as outlined in the job purpose section. The post holder is expected to:

- Exercise their own initiative, working autonomously, utilising their own judgement and discretion in determining how the key objectives of the post are achieved, e.g. self-directed planning and delivery of programmes of work for themselves and others across the Engagement Team.
- Have a specialist knowledge in effective engagement methodology, therefore assume a self-governing approach to all decision making in relation to their work programming and that of others.
- Make recommendations on the best and most cost effective methods of communicating and engaging with different audiences and stakeholders.
- Analyse and interpret complex information, both qualitative as well as quantitative data gathered through engagement activity and insight, utilising this information to aid decision making, support service development, identify service improvement and implement/make changes to work planning.
- Assess any wider NHS 24 and national developments and advise the team and senior colleagues re. impact
- Make judgements and decisions to set workload priorities and work flexibly in order to gain support with commissioners and stakeholders.
- Make decisions which result in effective and efficient working practices
- Prioritise and manage own workload with minimal supervision
- Provide guidance and supervision to the Engagement Team in all aspects of their work planning and issue resolution
- Ability to recognise when issues should be escalated to the senior colleagues.

## 8. COMMUNICATIONS AND RELATIONSHIPS

The postholder will be required to communicate effectively across a range of stakeholders at all levels within and out with the organisation.

This role will work across all sectors nationally; Health, Local Authority and Integrated Joint Boards; voluntary, independent and commercial.

Excellent communication skills are necessary as a key element of this role is to persuade others and negotiate the implementation of change.

The postholder will be required to take highly complex and technical information and communicate it to an audience of mixed levels of understanding. They will have to manage occasionally challenging situations where individuals and or groups may be resistant to the message. The post holder therefore requires negotiating, persuasive, motivational and reassurance skills.

Communication with tact and diplomacy is necessary with the postholder acting as an ambassador in building and maintain relationships with stakeholders and users of services at all levels: from Senior Executives, across Health, Social Care and Voluntary Sector to members of the public who utilise services and who will have varying levels of understanding and indeed may also have specific communication support needs.

The post holder is expected to have strong presentation skills and to be able to express a view convincingly and coherently, both verbally and in writing, encompassing sensitive issues and information.

The post holder is required to develop ongoing robust working relationships and positive interactions with the following stakeholders. To promote a facilitative, solution focussed management style that encourages partnership working with all staff groups and partner organisations:

- NHS 24 (cross directorate working)
- Scottish Government Teams, particularly Communications and specific health, care and digital Policy Teams.
- NHS Boards
- Local Authorities
- Health & Social Care Integration Teams
- Government departments in the other UK Nation States
- Special Health Boards
- Independent Sector groups
- SME's
- Third Sector organisations
- Governing bodies/Associations

- User and Patient Groups engagement – focus groups, 1-2-1 interviews, telephone calls, public events, social media interaction.
- Other key stakeholders (as identified)

## 9. PHYSICAL DEMANDS OF THE JOB

### **Physical Effort & Working Conditions:**

- Regular requirement for desk work with concentrated periods using a computer.
- Requirement most days to attend and sometimes facilitate/chair organisation and external meetings with prolonged periods of sitting (1-3 hours).
- Required to undertake frequent travel, up to 3-4 times per week, between NHS 24 sites and across Scotland, regularly involving physical lifting/carrying of laptop, quantities of working papers and other documents and luggage, up to 15 kilos. Also involves periods of driving / rail travel with long periods of sitting in restricted space.
- Lifting and moving of equipment including laptops, projectors, flip charts and other display/presentation materials.

### **Mental Effort:**

- Daily requirement for discussion and negotiation with external partners and internal organisation with high level of concentration.
- Requirement for written documents, reports and other organisational documents to be produced with frequent interruptions.
- Requirement to participate in telephone / video-conferencing
- Mobile phone / email communication with frequent expectation of interruption to daily tasks
- Multi-tasking and effective time management.
- Prolonged periods of concentration.

### **Emotional Effort:**

- Demands of prioritising challenging workload and meeting challenging service delivery timescales.
- Some expectation of overnight stay and periods away from home and family.
- The ability to manage pressure in a demanding and dynamic working environment.
- Dealing with situations of a sensitive or challenging nature (e.g. NHS Boards, Local Authorities) i.e. where there may be competing priorities and challenges to policy

- Frequent engagement with user groups and professionals from different backgrounds, culture and therefore a requirement to be sensitive to the needs of others. Particular sensitivity and emotional effort at times in relation to dealing with complaints/dissatisfaction and/or patients or carers of patients suffering from/recalling experience of illness. There is occasional exposure to distressing or emotional circumstances: -
- Dealing with staff interpersonal and disciplinary issues
- Dealing with staff and managers who are under stress both in development interventions and in meetings.

## **10. MOST CHALLENGING/DIFFICULT PARTS OF THE JOB**

- Stakeholder focus: Developing and maintaining effective relationships/partnerships with a hugely diverse range of organisations and people across different sectors.
- Managing partnership relationships particularly when negotiating terms of agreements and managing challenging situations.
- Working at a distance: The post holder may often be working away from their central base. They will therefore need to be self directed, resourceful, and able to work on their own.
- Supporting national programmes of work with implications for local partners and communities across Scotland. Persuading others to collaborate with no direct influence over local policy.
- The ability to meet tight timescales whilst potentially dealing with conflicting priorities.

## **11. KNOWLEDGE, TRAINING AND EXPERIENCE REQUIRED TO DO THE JOB**

- Educated to degree level and/or can demonstrate equivalent experience particularly in relation to programme and stakeholder management. Significant experience required of managing extensive programmes of engagement autonomously.
- A sound and demonstrable knowledge and application of different engagement and communications methodologies.
- Robust evidence of successful engagement activity/partnership working and relationship management.
- Exceptional interpersonal skills with the ability to communicate at all levels.
- Line Management or strong evidence of supervisory experience (preferably of a team).

- Experience in carrying out research, particularly in relation to consumer health and care information.
- Posses a sound understanding of relevant national and local policy in relation to consumer health and care information.
- Excellent written and communication skills including:
  - Utilising different medium i.e. written, web (WebEx), blogging,
  - Extensive evidence of presentation and facilitation skills (1-2-1 to large audience address)
  - Social media management utilising social media management tools,
  - Proficiency in report writing and programme reporting
    - Knowledge and evidence of utilising a range of research methodologies.
    - Knowledge of public involvement techniques.
    - Excellent organisational skills and managing challenging and competing priorities.
    - Experience of project management principles and their application.

## Person Specification



## Recruitment Process



Dignity and Respect

Openness, Honesty and  
Responsibility

Quality and Teamwork

Care and Compassion

NHS Scotland vacancies will close at midnight on the closing date. You will not be able to apply for a vacancy after the closing date has passed.

- Applications must be submitted using our recruitment system – Jobtrain. Candidates submitted via Recruitment Agencies will not be considered for this post. Please refer to the advert for support with completing your application.
- **Application Shortlisting** – applications forms received are reviewed and those meeting the role requirements will be invited to a competency-based interview.
- **Interview / Assessment** – Our competency-based interviews have a focus on NHS 24 values and the candidate's technical expertise. The interview may also include a role specific test or a presentation topic. Interviews will be held online.

\*Start dates will be dependent on all pre-employment checks being completed and availability on our induction training programme.

For more information on the recruitment process and for support and guidance with your application please visit our Recruitment site at <https://www.nhs24.scot/careers/our-recruitment-process/>

To work in the United Kingdom, there is a legal requirement for an individual to demonstrate that they have the relevant permission to work in the country. This permission is, without exception, granted by the UK Visa and Immigrations Service.

As part of the pre-employment checks for a preferred candidate, NHS Scotland Boards **will** check your entitlement to work in the UK. It can be evidenced through a number of routes including specific types of visa as well as EU settled and pre-settled status. To find out more about these routes of permission, please refer to the GOV.UK website [here](#).

Please note that NHS 24 is NOT licensed to issue certificates of sponsorship under current UK Visas and Immigration (UKVI) regulations. Applicants must have the right to work in the UK without requiring sponsorship to work with us.

It is ESSENTIAL that you have checked that you already have the appropriate right to work in the UK BEFORE submitting your application form.

## Contact information



For further information please contact the NHS 24 Recruitment team:

Email: [recruitment24@nhs24.scot.nhs.uk](mailto:recruitment24@nhs24.scot.nhs.uk)

**Please Note:** If you experience difficulties with accessing or using JobTrain, please contact:

[nhsscotland@helpmeapply.co.uk](mailto:nhsscotland@helpmeapply.co.uk)

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