

Role profile

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| Job Title: | Communications and Engagement Lead - Health Determinants Research Collaboration (HDRC) and Equalities and Engagement | Grade: 13 | Spinal column point range |
| Department: | Health Determinants Research Collaboration / Ealing and Equalities and Engagement team | Post no.: | Permanent |
| Directorate: | Strategy and change | Location: | Perceval House |

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| Role reports to: | Assistant Director for Equalities and Engagement. Role reports indirectly to: Director of the Health Determinants Research Collaboration Ealing Assistant Director for Communications and Public Relations. |
| Direct reports: | None |
| Indirect reports: | None |
| <i>This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the council and the requirements of the job.</i> | |

Job description

Purpose of role:

To lead the strategic planning, and execution of the communications and dissemination work (spanning internal, external, local and national audiences), for two transformative areas of work for the Strategy and Change directorate which are key to the council's Connected Communities vision – the Health Determinants Research Collaboration (HDRC) Ealing (0.5 FTE) and the key elements of equalities and engagement work (0.5 FTE).

The role will be required to make autonomous decisions regarding the strategic approach to communications for both work areas, whilst demonstrating excellent skills in collaboratively working, and an ability to drive key communications activity. Whilst the key responsibilities of the role reflect the need for exemplar knowledge

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skills and expertise in communications, the role will also require strong knowledge and skills in best practice community engagement approaches. This will ensure that the communications and dissemination activity and assets are produced collaboratively and used as key tools in engagement practice with diverse stakeholders.

The role will also help connect these two areas of work which share a strong focus on addressing inequalities and social impact for residents.

For the HDRC Ealing, this role will support the initiative's 4 overarching objectives:

1. Transform our research system and infrastructure
2. strengthen and grow our research collaborations
3. drive organisational capacity building and culture change
4. embed diverse and inclusive community involvement in our transformation.

As part of this, the role will lead the strategic planning and delivery of a communications and engagement plan with council employees, members, external partners and the public, for the 3 phases of the HDRC Ealing's development, which are:

- Setting up the research collaboration
- transforming to an active 'research collaboration'
- building the case for future sustainability.

For the equalities and engagement work, this role will lead the strategic planning and delivery of communications supporting:

- The work of the Citizen's Tribunal of the Race Equality Commission
- Ealing's Borough of Sanctuary work programme
- new approaches for putting residents in the lead through '[Your Voice Your Town](#)'.

For each of these areas of work, the role will ensure messaging to our diverse communities is part of an ongoing conversation, and that the voices of under or un-represented residents are reflected in decisions which impact their lives.

Working indirectly with the corporate communications team, the postholder will keep abreast of strategic council communications planning, media relations, public relations and external affairs.

Key Responsibilities:

- Oversee and drive strategic planning, execution, and dissemination of communications for both HDRC Ealing and Equalities & Engagement programs, with a strong focus on decision-making for internal, external, local, and national audiences to maximise impact and alignment with organisational goals.
- Take ownership of developing, implementing, and continuously refining a comprehensive, agile communications strategy for each program area, coordinating closely with stakeholders, including the Research Partnerships and Community Public Involvement Group, to ensure responsiveness and alignment with community priorities.

- Produce or commission communications outputs and design campaigns to encourage and enable community participation, particularly focusing on populations experiencing the worst inequality.
- Establish a strategic approach to community-focused communications that prioritises inclusivity, ensuring a commitment to actively engaging a wide range of community members, stakeholders, and partners to strengthen outreach and impact.
- Champion the development of accessible, inclusive communications that support transformative changes in the council's culture, embedding insights from engagement, research, and evidence-based practices to enhance service delivery and resident support.
- Position both program areas as influential entities among internal and external stakeholders by leading the adoption of best practices and implementing innovative communication and dissemination strategies.
- Work closely with council engagement and equalities officers, and the community public involvement officer role for HDRC Ealing, to ensure that the strategic approach to communication support best practice engagement.
- Strategically manage and execute an integrated social media schedule across multiple channels and websites for HDRC Ealing and Equalities work, including oversight of analytics to drive continuous improvement.
- Contribute to the building and maintaining of networks of social media and community ambassadors, contributors, influencers, advocates, supporters and bloggers to help deliver key messaging for these areas of work.
- Direct the dissemination of key outputs from community-focused work with the Race Equality Commission, Borough of Sanctuary, and Your Voice Your Town initiatives, ensuring broad stakeholder engagement.
- Oversee the local, regional, and national dissemination of HDRC findings, including those from capacity-building and research activities, through academic publications, conferences, training events, and network partnerships.
- Lead work with Members, senior managers, and staff across Ealing Council and the health and wellbeing system to actively promote the research collaboration and equalities and engagement work.
- Build in an evaluative approach to the communications and dissemination work for both programmes such that we learn iteratively how best to communicate about these complex areas of collaborative working.
- Work within both area's financial envelopes and delegated budget, to procure any systems and services required to deliver the communications and dissemination function.

- Foster and sustain strong relationships with a diverse network of internal and external stakeholders - including NHS bodies, voluntary organisations, faith groups, service users, educational institutions, regional and central government bodies, and the public - to advance both programs.
- Contribute to the regular reporting of progress, risks, benefits, and mitigations to the governance structures and funder of the HDRC Ealing, and through necessary channels within the council for equalities and engagement work in accordance with requirements.

Key relationships (internal and external)

- HDRC Ealing team in the council and academic and voluntary community sector partners
- Equalities and engagement team
- Council communications team
- YVYT Town Teams (once established)
- Borough of Sanctuary Oversight Group or board (once established)
- Citizen Tribunal
- Borough Based Partnership and/or NWL ICB Communications leads
- National Institute of Health and Care Research (NIHR) communications
- Wider colleagues from across the Strategy and Change directorate
- Councillors
- Connected Communities Corporate Board
- Wider external providers/consultancies

Authority level

- Representing the HDRC Ealing and Equalities and engagement work in dealings with all relevant stakeholders
- Contribute to the successful management of the HDRC Ealing budget

Person specification

Essential knowledge, skills and abilities

1. Excellent knowledge and understanding of local government, and voluntary and community sectors, the pressures on them and implications
2. Strong technical communication skills
3. Strong personal communication and interpersonal skills, and the ability to build personal credibility quickly with a variety of stakeholders.
4. Ability to tailor research and equalities related communications to a range of public and professional audiences.
5. Good organisational skills and ability to work to tight deadlines.
6. The ability to monitor and analyse activity data to a high standard.
7. Ability to work under pressure to challenging timetables.
8. Strong presentation and public speaking skills, with an ability to adapt the communication style to suit the audience.
9. Ability to work autonomously with excellent leadership skills in communications
10. Ability to be flexible and work with complex work programmes using a growth mindset so that all opportunities can be developmental.

Essential qualification(s) and experience

1. A degree in public relations, communications, another relevant field or significant proven experience in a similar role
2. Evidence of continuing professional development
3. Proven experience in media relations, public relations, marketing, or communications
4. Experience of developing and delivering communications plans, working with a range of media and tailoring communications to the needs of different audiences.
5. Experience of delivering large scale communications campaigns to diverse audiences
6. Experience of using innovative and creative communication tools, methods and practices to increase participation and engagement with diverse and new audiences.
7. Experience of working with a wide range of stakeholders on large scale public facing campaigns
8. Experience of creating engaging digital content, including social media, video content and photo editing.
9. Experience of writing press releases, marketing, digital communications, writing for the web and other publicity materials.
10. Proactive with ability to work on own initiative and as part of a team.

Values and behaviours

| Improved life for residents | Trustworthy | Collaborative | Innovative | Accountable |
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| <ul style="list-style-type: none"> • Is passionate about making Ealing a better place • Can see and appreciate things from a resident point of view • Understands what people want and need • Encourages change to tackle underlying causes or issues | <ul style="list-style-type: none"> • Does what they say they will do on time • Is open and honest • Treats all people fairly | <ul style="list-style-type: none"> • Ambitious and confident in leading partnerships • Offers to share knowledge and ideas • Challenges constructively and respectfully listens to feedback • Overcomes barriers to develop our outcomes for residents | <ul style="list-style-type: none"> • Tries out ways to do things better, faster and for less cost • Brings in ideas from outside to improve performance • Takes calculated risks to improve outcomes • Learns from mistakes and failures | <ul style="list-style-type: none"> • Encourages all stakeholders to participate in decision making • Makes things happen • Acts on feedback to improve performance • Works to high standards |