

Job Description & Person Specification

Job title:	Marketing & Communications Manager
Location / Contract:	Suffolk / OneLife Suffolk
Role Type:	Directorate Manager (member of Senior Management Team)
Salary:	Competitive (plus 3% employer contribution to pension)
Hours:	37.5 hours
Reporting To:	Strategic Client Relations Manager
Purpose of job:	To be accountable for the development of tools and communications supporting the client experience including 'Support and Maintenance' services underpinning the end-to-end client journey delivered by the OneLife Suffolk IHLS contract. Direct line management accountability of the Marketing Team, Client Services Team and Training Services Team.

To achieve this via:

- 1. The development of a comprehensive strategy incorporating all functions that recruit clients into service (Marketing and Campaigns, Client Services Team and website development) and supports Tier 1 delivery.**
- 2. Being responsible for a robust support and maintenance offer that promotes sustained healthy behaviour change, encourages onwards referral in to additional OLS services and supported by the OneLife Suffolk Club.**
- 3. To work alongside the Senior Management Team to ensure that the above are fully integrated into Service Delivery and underpinned by robust procedures which seek to identify continuous service improvement.**

Key Relationships:	Strategic Client Relations Manager, Senior Management Team, Central MoreLife Team
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Overview of MoreLife and OneLife Suffolk

MoreLife are commissioned by Suffolk County Council to deliver a county-wide Integrated Healthy Lifestyle Service. These services are delivered utilising the OneLife Suffolk brand locally.

The services are: Adult Weight Management, Child Weight Management, Smoking Cessation, NHS Health Checks, Health Walks, Get Help 2 Get Active and training for professionals including Making Every Contact Count (MECC) training.

Each of our services are under-pinned by psychologically informed behaviour change curriculums and all clients accessing service are encouraged to maintain long-term healthy behaviour changes via our active maintenance programme and support by the OneLife Suffolk Club.

Key Responsibilities of the Role

Suffolk County Council commissioned MoreLife to deliver the OneLife Suffolk IHLS contract. Offers unique to OneLife Suffolk which under-pin the IHLS are:

1. Psychologically informed behaviour change curriculums that form the basis of lifestyle services.
2. An ongoing 'Support and Maintenance' programme to encourage sustained positive behaviour change.
3. Comprehensive delivery of services which promote the opportunity for clients to achieve multiple healthy behaviour change outcomes facilitated by a trusted service.

The Marketing and Communications Manager must ensure that these unique offers are delivered as a continuum throughout the beginning-to-end client journey – which begins with recruitment in to service and ends via discharge to the OneLife Suffolk club.

The post holder is:

1. Responsible for recruitment of clients into the OLS service via Client Services Team, the website, campaign awareness and via events supporting the OLS Club offer.
2. Required to model, develop and provide management to mobilise a comprehensive 'Client Experience' offer which incorporates the following teams:
 - i. Marketing

- ii. Training Services
 - iii. Client Services
3. Responsible for the development of the OLS Support and Maintenance offer and ensure that it underpins all service delivery.
 4. Responsible for maximising cross-referral between OLS services.
 5. Responsible for providing direct line management support to the Marketing team, Training Team Lead and Client Services Lead .
 6. Responsible for working collaboratively with the Senior Management Team and central MoreLife Team to identify opportunities for business development.
 7. Will report directly to the Strategic Client Relations Manager who will provide a strategic vision for the service and proactively encourage innovation and service evaluation.
 8. You will also have a responsibility to have line management of the lead of the NDDP programme.

The post holder will work closely with the Marketing Team, Client Services Lead and Infrastructure Lead to develop a framework for client touchpoints across the IHLS contract.

In addition to the listed responsibilities the post holder will provide management across the Client Relations Directorate to support the following activities:

Marketing Team

1. To develop a marketing offer that embraces a variety of approaches (including digital, social, traditional print and media) to:
 - i. Facilitate client recruitment in to the OLS service.
 - ii. Provide a platform to support Tier 1 interventions for all services.
 - iii. Set expectations regarding Tier 2 and Tier 3 interventions which are promoted appropriately and targeted as appropriate in line with contractual expectations.
 - iv. Provide a platform to support the Support and Maintenance offer.
 - v. Promote the OLS brand and develop it into a beloved local service.
 - vi. Support the delivery and be accountable for the OLS Club.

- vii. Support service delivery via the production of fit-for-purpose resources that are relevant, useful, support the behaviour change curriculum and that are of a high quality.
 - viii. Minimise waste to ensure that the service is impactful but lean.
2. To provide guidance to the Marketing team in terms of the OLS digital offer – namely:
- i. The OLS website.
 - ii. Functionality for detached service delivery (e.g. via webchat, Skype or telephone) to support all tiers of service.
 - iii. Functionality to deliver the Support and Maintenance offer by encouraging sustained positive behaviour change.
 - iv. Functionality to support the OLS Club (e.g. moderated community forums).
 - v. Online referral in to OLS service (self-referral or facilitated by a professional).
3. Be responsible for overseeing OLS delivery of Public Health campaigns and associated resources and technology.

Training Services Team

1. To ensure that the OLS Training Service offer is fit-for-purpose and aligned to the outcomes of the IHLS contract via:
- a. Ensuring that OLS deliver a robust Making Every Contact Count (MECC) training package to workplaces – in particular to target:
 - i. Routine and Manual Workers
 - ii. Areas of Deprivation (measured by LSOA)
 - iii. Communities of Interest (including Black and Minority Ethnic (BAME), Young People, People eligible for an NHS Health Check)
 - b. Working with Primary and Secondary Care, Voluntary and Community Organisations and Health and Social Care Providers to drive referrals in to OLS services.
2. Ensuring that the Training Service Team delivers or sources a variety of training interventions to health professionals across Suffolk (internal and external staff) to enhance the IHLS contract offer and service. This will include:
- a. Very Brief Advice
 - b. Train the Trainer
 - c. Bespoke training interventions as required.

3. Ensuring that the Training Service Team:
 - a. Work to agree key messages which must be embedded into training programmes to ensure that content is geographically relevant and where appropriate refers to localised campaigns and service information.
 - b. Develop and maintain an annual Training and Development Action Plan to ensure that Training Practitioners are focussing their activity on developing / upskilling the local workforce with appropriate skills to deliver healthy lifestyle conversations confidently.
 - c. Work with Service & Clinical Leads to review curriculums of external training packages and update on an annual basis (or more frequently if required). This should include:
 - i. Ensuring that Best Practice information is still up to date.
 - ii. Updating numbers, statistics, guidance etc if it is outdated or more relevant information is available.
 - iii. Reviewing any activities to ensure that they are still appropriate – and update if possible, to keep sessions ‘fresh’ for attendees who have previously undertaken the training session.
 - iv. Communicating with the appropriate Health Improvement Commissioner to ensure that Public Health are satisfied with the content and quality of training packages.

4. That the Training Service deliver the above within a framework of continuing review and evaluation with an objective to deliver training interventions that:
 - a. Meet the needs of the audience.
 - b. Are facilitated by Practitioners who are capable of flex within their delivery to ensure that the requirements of each cohort are met.
 - c. Are fit-for-purpose.
 - d. Support the OneLife Suffolk behaviour change curriculum (where appropriate).

Client Services Team

1. Develop the role of the CST in the beginning-to-end client journey.
2. Be responsible for the systems and technology utilised by the Client Services Team.
3. Be responsible for ensuring that all client referrals are actioned within 2 working days or sooner.

4. Maximise capacity within the CST to undertake triage and support service delivery and the Support and Maintenance offer (e.g. via the facilitation of telephone calls for 3, 6 and 9-month follow-up interventions).
5. Assess opportunities within CST to support 'detached' client support e.g. webchat and video consultation.
6. Utilise technology to assist in the monitoring of client engagement with the CST (e.g. telephony software to measure call volumes over differing periods of time) and use the data to provide guidance around opening hours.

Marketing & Communications Manager Roles and Responsibilities

- Drive the client relations directorate within OneLife Suffolk service forward and in alignment with the wider MoreLife service.
- Responsible for OneLife Suffolk Marketing Plan.
- Responsibility to maintain OneLife Suffolk and MoreLife brand guidelines.
- Responsibility to quality check all material that is created within OneLife for external distribution.
- Work alongside clinical leads and service leads to create and maintain content.
- Responsibility for development and maintenance for own directorate.
- Work with SMT to mobilise strategic vision into service delivery.
- Responsible for adhering to KPIs and targets set by OneLife Suffolk, MoreLife & Suffolk County Council.
- Responsible for One Life Suffolk marketing budget.
- Expense / Purchase sign-off ability (within agreed limit).
- Responsible for relationship with MoreLife, LBU, Suffolk County Council and Key Stakeholders.
- Active liaison with Public Health Commissioner team.

- For collation and summary of reporting and management information.
- Quarterly contract review meeting attendance.
- Responsible for objective setting, supervision, appraisal and Continuing Professional Development of marketing team, Training and Client Services Leads.
- Responsibility for governance and risk e.g. Safeguarding and Incident Reporting.
- Active participant in Business Continuity Planning
- Provides inspirational leadership to wider service.
- Responsible for Succession Planning.
- Responsible for developing innovative and creative practices.
- Provides Leadership within organisational values and develops culture of OneLife Suffolk.
- Responsible for Major Incident reporting.
- Responsible for adherence to organisational policies e.g. personal safety and behaviours.

For all MoreLife Staff

- To partake in promotional activities outside of the usual responsibilities of your role as and when requested by line management.
- To be willing to work flexibly to meet the needs of the service including out of hours working (i.e. evenings and weekends) on an ad-hoc basis and with reasonable notice.
- Undertake any additional duties as deemed reasonable and beneficial to benefit the service.

Equality and Diversity

MoreLife is committed to the principles of valuing, respecting and delivering an organisational culture that promotes equality and diversity.

The organisation has clear goals and aspirations to promote equality both within the company and the provisions of our service. MoreLife is committed to ensuring that equality, diversity and human rights principles are at the heart of our operation and that this is emulated in our provision of healthcare to patients, the public and carers as well to our Staff.

Post holders must at all times carry out their job responsibilities with due regard to the MoreLife’s Equal and Diversity policy.

Person Specification

ATTRIBUTES	ESSENTIAL	DESIRABLE	HOW IDENTIFIED		
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QUALIFICATIONS					
Educated to degree level with a relevant post graduate qualification or equivalent experience.		X	X		
Relevant Marketing qualification or significant Marketing & Communications work experience at a senior level	X		X	X	
EXPERIENCE					
Extensive marketing experience including but not limited to creating content, campaigns that deliver ROI, social media, website creation, PPC & SEM.	X		X		

At least three years relevant operational and marketing management experience in Public Health or Health and Social Care with a significant understanding of strategy and policy initiatives which involve or impact upon Public Health.		X	X		
Experience in management of health and well-being programmes to a range of business to business and business to consumer activities.		X	X		
Advanced understanding and knowledge of the wider determinants of health and the role that local government and other agencies play in the health and wellbeing agenda.		X		X	
Significant experience in at least three of the following and a knowledge of the remainder: provision of public services, health promotion, behaviour modification programmes, quality control, stakeholder engagement activities, research and evaluation, and project management.	X		X		
Experience of building and maintaining senior-level relationships	X			X	
Experience of representing organisations at a senior level e.g. at meetings	X			X	
Experience of attending meetings with commissioning bodies e.g. Public Health Commissioners.		X		X	
Experience of the provision of public sector services (i.e. National (DH, DfE, PHE, NHS England) Local (Local Authorities, CCG's) Charities and other public sector agencies.		X	X		
Evidence of managing a Marketing Budget and Marketing Plan.	X			X	

Experience in planning, implementation and mobilisation, monitoring and review, maintenance of records for programme delivery and continued programme development.	X			X	
Experience of developing action plans which adopt the use of innovative methodologies, technology and the utilisation of recognised best practice to meets the needs of Public Health frameworks and commissioning bodies.		X		X	
Experience of developing processes from beginning-to-end inc. developing pathways, communicating with local experts, documenting Standard Operating Procedures and when appropriate, authoring Service Specifications.	X			X	
Expert in marketing evaluation and service improvement.	X			X	
Experience of service re-design and transformation.		X		X	
Robust experience of managing team(s) of senior managers and all relevant processes inc. supervision, appraisal, performance management, Continuing Professional Development and other pastoral duties as required.	X		X		
Experience of working in partnership with a range of organisations particularly those in the public sector.	X			X	
Significant budget management experience - with a focus on statutory funding.		X		X	
Advanced report and copywriting skills.		X		X	
Significant experience demonstrating ability to manage own workload alongside accountability for the delivery of organisational outcomes.	X			X	

Significant experience of building professional relationships, contract negotiation and working in partnership with other Providers inc. Primary & Secondary Care, Voluntary & Community Organisations, Workplaces and Health & Social Care agencies.	X			X	
OTHER REQUIREMENTS					
Ability to contribute towards the continuing evolution of the Integrated Healthy Lifestyle Services contract and utilising own expert knowledge confidently negotiate service outcome expectations inc. KPIs, Performance Indicators and Activity Indicators.	X			X	
Confident public speaker.	X				X
Ability to present a professional image with clients and internal and external stakeholders.	X			X	
Ability to contribute towards tenders for business growth and development.		X		X	
Knowledge of Public Health models and approaches in changing behaviour.		X		X	
Strong commitment to public health/health promotion principles and practice.	X			X	
SPECIAL ATTRIBUTES					
Able to take a broad view of services with regard to local economy and populations and ensure delivery of universal services at a scale and intensity proportionate to the degree of need - i.e. the ability to apply proportionate universalism.	X			X	
Willingness to take accountability for duties outside of own role - inc. supplementary roles e.g. Deputy Head of OneLife Suffolk.	X			X	
Ability to act appropriately as a Senior Leader within the organisation.	X			X	

Able to maintain strong focus on organisational USP e.g. the need for the IHLS to evidence maintenance of behaviour change and integration of services.				X	
SKILLS					
Outstanding interpersonal and communication skills with particular emphasis on report writing and presentation skills.	X				X
Excellent Information Technology skills with the ability to rapidly acquire new skills.	X				X
Strong skills utilising Microsoft Office packages inc. Word, Excel, Outlook, PowerPoint.	X		X		
Understanding of GDPR and Data Protection Act - applies principals to own work to ensure compliance with relevant legislation.	X			X	
Strong negotiator.	X			X	
Excellent commercial awareness.	X				X
Able to assert authority decisively, professionally and appropriately when required with significant impact.	X			X	
Ability to think strategically.	X				X
Ability to think 'outwardly' rather than focusing purely on activity within the organisation i.e. has the appropriate skills to grow and develop business opportunities and impact.	X			X	
Advanced time-management and organisational skills.	X			X	
Able to prioritise own workload to meet the demanding needs of the service and incorporate flex as appropriate to support ever-changing priorities and workstreams.	X			X	