

**Job Description: Bevan Commission Programme Lead**

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| *College/School:* | School of Management |
| *Job Title:* | Communications Manager |
| *Department/Subject:* | Bevan Commission – hosted and supported by Swansea University |
| *Salary:* | £38,205 - £44,263 per annum |
| *Hours of work:* | Full time, 35 Hours per Week |
| *Contract:* | Fixed term until 30 September 2025 (with a possibility of extension subject to funding) |
| *Location:* | This position will be based at the Bay Campus with some home working (currently in the office 1-2 days a week) |

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| **Introduction** | This is an exciting role working with the Bevan Commission to support the communications functions of the Bevan Commission, reporting to the Director of the Bevan Commission. Communications is a key function of the role of a think tank.  This post will be responsible for providing strategic leadership and hands on delivery for the day-to-day communications and direction for the Commission’s proactive internal and external communication and engagement; taking a hands on delivery role to ensure that the publicity and impact of the Commission’s work is maximised, and ensuring that communication and engagement with the public and key stakeholders nationally and internationally is effective. This post has also played an important role in ensuring strong research links between the Faculty and departments across the University. The growth in the work has also revealed and supported considerable opportunities to demonstrate research impact.  This includes working closely with the team to communicate the work to a high standard in order to challenge, change and champion the Bevan Commission’s thinking into practice. The post will help create new audiences and opportunities to ensure health and care is fit for the future, including the provision of consultancy services across the UK and internationally.  It will build upon the Bevan brand and reputation to explore wider philanthropic and other external sources of funding, nationally and internationally. |
| **Background information** | The Bevan Commission is the leading think tank for health and care in Wales, hosted and supported by Swansea University, provides independent, authoritative advice on health and care to the Welsh Government and leaders in NHS Wales, the UK and beyond. It aims to ensure that health and care in Wales are sustainable whilst remaining true to the principles of the NHS as established by Aneurin Bevan.  High quality research and development underpins the work of the Bevan Commission through its reports, papers and publications. These are used to inform and influence policy and practice both within Wales and internationally.  The Commission draws upon the expertise of its 24 internationally renowned Commissioners to develop thought pieces to inform Welsh Government policy. We also help translate our thinking into explicit action through our Bevan Innovators and other innovative means. The Bevan Commission has experienced great success with its publications, events, Bevan Exemplars programme, Intensive Learning Week and a number of other projects and programmes.  This is an exciting time in Wales and beyond and the Bevan Commission is putting together a team to support the NHS, social care and third sector to challenge, change and champion for better health and care that is fit for the future. |
| **Main Purpose of Post** | * Develop and deliver innovative and effective marketing, communications, PR and media management strategies and campaigns to support and promote the work of the Commission and its programmes. These will typically include public stakeholder events that may involve highly complex and sensitive information, where circumstances may be emotional or sensitive. * Continue to build on the current developments for the Bevan Commission website and social media and manage all the day-to-day activities. * Develop, maintain and manage strong and effective working relationships with a range of partners, communications leads and stakeholders including citizens, patients and carers, other Local Health Boards/Trusts, voluntary sector, private sector, Welsh Government and internationally. * Interpret highly complex elements of the Commission’s work to produce appropriate communication material for multiple different audiences and stakeholders. * Manage and oversee the delivery of all communications, media/communications campaigns, taking personal responsibility for the co-ordination, writing and distribution of press releases, newsletters and other promotional materials. * Provide advice, guidance and briefings to the Commission and partners on communication issues and the most effective approaches to successfully managing internal and external communications. * Work closely with the Vice Chairs, the Director and Commissioners to engage externally with patients, public, local communities, senior management in the NHS, Welsh Government, Local Authorities, Third Sector, and any other local and national patient groups. * Protect the reputation of the Bevan Commission by pre-empting negative news stories and manage misinformation from external sources, devising and taking appropriate action to rectify and diffuse confrontational issues with members of the press and public. * Work with the team and the Commissioners to maximise the Bevan brand, ensuring that the vision and values of the Bevan Commission and are highly visible throughout communications. E.g. by producing corporate and statutory publications/literature, annual reports, briefings and newsletters, providing advice and support to others on the brand in line with, equality and accessibility guidelines and cost effectiveness etc. * Financial management for communications as a budget holder, with responsibility for working closely with the Business Manager or equivalent for managing the budgets and complying with the University’s financial and procurement policies. * Responsible for developing and running an effective system for monitoring media coverage, analysing performance of internal and external communication, and recording and analysing all patient/public feedback to drive engagement and public affairs for the Commission to ensure performance targets and strategic objectives are met. * Devise and deliver or arrange for specialist engagement and communications advice and training as necessary (including marketing, media, corporate identity, reputation management, consultation best practice and legal duties on engagement in respect of the work) to address the needs of staff, the Commissioners, the Bevan Innovators, Hubs and others as identified. * Be politically aware and understand the complex NHS, academic and political issues and changing strategic situations. |
| **General Duties** | * Engage fully with Swansea University’s Performance Enabling and Welsh language policies. * Promote equality and diversity in working practices and to maintain positive working relationships. * Ensure the continual improvement of health and safety performance through a good understanding of the risk profile and the development of a positive health and safety culture. * Any other duties as directed by the Director of the Bevan Commission. * Ensure that risk management is an integral part of any decision-making process, by ensuring compliance with the University’s Risk Management Policy. |
| **Leadership Values** | All Professional Services areas at Swansea University operate to a defined set of Core Values: [Professional services values](https://www.swansea.ac.uk/the-university/values/professional-services-values/) and it is an expectation that everyone is able to demonstrate a commitment to these values from the point of application through to the day to day delivery of their roles. Commitment to our values at Swansea University supports us in promoting equality and valuing diversity to utilise all the talent that we have.  In addition you will operate to a defined set of [Leadership Values](https://www.swansea.ac.uk/media/Swansea%20University%20Leadership%20Model%202018.pdf):  **We are Professional**  We develop ourselves and our teams through continued professional development and use feedback to improve. We create a culture that delivers successful outcomes through people, supporting, developing and challenging our teams to succeed. We involve our people in developing a vision for the future and in enabling innovation and change, improving University, team and individual performance.  **We Work Together**  We enable our teams to work together and across functions to deliver successful outcomes that exceed the needs and expectations of our customers. We are responsible for creating environments that demonstrate equality, foster trust, respect and challenge. We are accountable for providing clarity and direction, communicating the “big picture” and harnessing ideas and opportunities to achieve the University’s vision.  **We Care**  We create environments that identify, understand and give priority to delivering the needs of the University Community (our students, colleagues, external partners and the public). We motive and inspire our teams to provide the highest standards of personalised care and in doing so uphold the Swansea University brand. |
| **Person Specification** | **ESSENTIAL CRITERIA:**  **Leadership Values:**   * Demonstrable evidence of creating a culture that delivers successful outcomes through people, developing and challenging teams to succeed and to take pride in delivering professional services and solutions. * Ability to enable teams to work together and across functions to deliver successful outcomes that exceed the needs and expectations of customers, and in creating environments that demonstrate equality, foster trust, respect and challenge. * Demonstrable experience of creating environments that identify, understand and give priority to delivering the needs of the customer, and in motivating and inspiring teams to provide the highest standards of personalised care.   **Qualifications:**   * Educated to degree level standard or relevant equivalent work experience. * Qualifications in communications or marketing or equivalent experience. * Evidence of continual professional development.   **Experience:**   * Developing and executing communication and engagement strategies. * Forming strong working relationships with colleagues working at a senior level within the public, private and third sectors. * Articulating a clear vision and set strategic direction to a wide range of stakeholders. * Transforming complex messages into clear messages for different audiences. * Successful track record of designing and delivering communications and marketing campaigns. * Proven track record of engaging, persuading and building cooperation of others when conveying contentious messages to large audiences. * Expertise in building relationships and networks with a wide range of stakeholders. * Successful collaborative working with a wide range of external organisations. * Writing papers, press releases and reports. * Delivering presentations at professional or similar groups/societies/networks. Used to leading meetings and stakeholder and/or peer discussions. * Research, data collection and analysis and benchmarking to influence service developments. * Experience of working within agreed budgets.   **Knowledge and Skills:**   * Excellent written and oral communication skills, able to adopt a variety of styles depending on the situation. * Excellent IT skills, to include proficiency in all Microsoft Office Packages. * Understanding of relevant University, Welsh Government and NHS policies and procedures and the ability to apply them in a work environment. * Knowledge and understanding of the Health and Social Care landscape in Wales.   **Welsh Language:**  Level 1 – ‘a little’ (you do not need to be able to speak any welsh to apply for this role)  *e.g. pronounce Welsh words, place names, department names. Able to answer the phone in Welsh (good morning / afternoon). Able to use of learn very basic every-day words and phrases (thank you, please, excuse me). Level 1 can be reached by completing a one-hour training course.*  For more information about the Welsh Language Levels please refer to the Welsh Language Skills Assessment web page, which is available [here](https://www.swansea.ac.uk/welsh-language-standards/compliance/recruitment/).  **Desirable Criteria:**   * Ability and willingness to travel within Wales and the UK (where appropriate adjustments in line with the Equality Act 2010 will be taken into consideration). |
| **Additional Information** | Informal enquiries: Informal enquiries are welcome and should be directed to the Business and Operations and Programme Lead, Mark Allen: [m.c.allen@swansea.ac.uk](mailto:m.c.allen@swansea.ac.uk)  You are encouraged to investigate the following site for more general information about Bevan Commission: www.bevancommission.org  **The University is committed to supporting and promoting equality and diversity in all of its practices and activities. We aim to establish an inclusive environment and welcome diverse applications from the following protected characteristics: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, ethnic and national origin), religion or belief, sex, sexual orientation.** |

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