

# The Chartered Society of Physiotherapy

## Job description

<b>Job title:</b>	Strategic Communications Manager (Campaigns)
<b>Directorate:</b>	Strategy, Policy and Engagement
<b>Team:</b>	Strategic Communications
<b>Grade:</b>	7
<b>Hours:</b>	Part time, 17.5 hours per week
<b>Accountable to:</b>	Assistant Director, Strategic Communications
<b>Responsible for:</b>	Matrix management of staff assigned to deliver communications and engagement. Management of contractors or temporary staff as required.

### **Main purpose of the post:**

To advise directors, assistant directors, other senior managers and colleagues on strategic communications approaches.

To plan and manage the coordination, delivery, quality control and evaluation of assigned communication campaigns (initially focussing on our workforce workstream) and other communications projects as required.

### **Main duties and responsibilities:**

1.	Guide and oversee the work of multi-disciplinary teams in support of our community rehab campaign; advising directors and workstream leads on how communications can help achieve their strategic goals.
2.	Lead the development of operational comms plans that sets out our messaging and how we will deliver our communication and engagement objectives (initially in relation to community rehabilitation). Act as the decision maker on whether to authorise additional communication output requests.
3.	Manage the communications plan and coordinate its deployment with our channel leads and production teams, ensuring quality control communications are produced by them.
4.	Coordinate with managers delivering other campaigns or programmes to ensure alignment of messaging and activity relating to common audiences.
5.	Represent the CSP (Chartered Society of Physiotherapy) in discussions with senior communications stakeholders within; the Community Rehabilitation Alliance, national level NHS bodies and government agencies in each UK country.
6.	Lead the analysis of reliable audience insight data, relating to assigned areas and campaigns (initially rehabilitation and exercise), to ensure our understanding of performance, trends, and opportunities.
7.	Evaluate and report on campaign performance.
8.	Inform and manage relevant campaign budgets and seek excellent value from commercial relationships.
9.	Actively promote equity, diversity and belonging in all aspects of the work and support the delivery of the CSP's equity, diversity and belonging strategy.
10.	Contribute to the work of the directorate and support corporate initiatives at an appropriate level.

11.	Maintain and contribute a high level of knowledge of best practice and continue to develop personal skills as they relate to the role.
12.	The duties and responsibilities highlighted in this job description are indicative and may vary over time depending on business need. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level, and scope of the post and in accordance with the needs of the team, as reasonably required by the assistant director or director.

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### Person Specification

*The person specification below outlines the essential and desirable experience, knowledge and skills required for this role. Evidence for behaviours, knowledge and skills will be looked for throughout the selection process.*

**E** – Essential requirements are those without which the job could not be done.

**D** – Desirable criteria are those that may enable better or more immediate performance in a job.

	Essential or desirable (E/D)	Assessed by application, interview or test (A/I/T)
<b>Educational Requirements</b>		
Equivalent experience or masters level education or professional qualification relevant to the role, e.g. communicating, marketing or similar.	E	A
A relevant marketing or public relations qualification or accreditation.	D	A
<b>Previous Experience</b>		
Managing a significant health or social care campaign or a communications programme in a related area.	E	A/I
Managing and developing individuals and teams within a matrix context.	D	A/I
<b>Skills and Knowledge</b>		
Excellent knowledge of how both digital and non-digital communications can be used to achieve behaviour and/or policy change.	E	A/I
Excellent writing and editing skills across digital, social media and print formats.	E	A/I
Intermediate skills levels in the following Microsoft Applications: Word, Excel, PowerPoint, Outlook.	E	A/I
Ability to advise, and influence colleagues on both the implementation and strategic use of communications.	E	A/I/T
Be able to communicate and collaborate effectively with colleagues and stakeholders at all levels (internal and external), individually or in groups, in person or through writing.	E	A/I/T
Ability to develop effective plans with clear objectives and meaningful measures and targets.	E	A/I/T
Be able to use, and guide colleagues in, the use of a range of appropriate qualitative and quantitative methods to gather insight about audiences.	E	A/I

Be able to analyse data effectively and to produce clear, well evidenced reports that support business decision-making.	E	A/I
Be able to manage budgets, including forecasting, monitoring and reporting on expenditure.	E	A
Accepting of difference, values and uses diverse backgrounds to bounce ideas off each other, demonstrating the CSP's values throughout your work to act as a positive role model to colleagues.	E	A/I
<b>Other Requirements</b>		
Have knowledge and understanding of equity, diversity and belonging principles and to be committed to their application across your work.	E	A/I
Takes responsibility for ensuring that data is accurate and up to date, whilst being aware of sensitive and confidential data.	E	A
Be aware of UK health and social care sector issues and developments.	D	I
Be willing, on occasion, to be available outside of standard working hours for essential duties.	D	A