



Please note I am not requesting the name of any employee, or any other information that may identify them individually. If you can only provide salary bandings, please continue to do so. If you cannot answer this question, please continue to answer questions 1) and 2 a). as requested.'

## **Decision**

Monitor holds the information that you have requested and has decided to release all of this information.

The table below lists the job role, job description and salary band of relevant employees in response to questions 1, 2a and 2b of your request. The job roles include a number e.g. 2.1 which refers to the role level. Within Monitor there are the following role levels: Very Senior Manager/level 1; level 2 (managerial); level 3 (advisory and/or supervisory); and level 4 (administrative). More information on role levels can be found [here](#). The salary bands were the same in 2013/14 and 2014/15. The job descriptions are attached as a separate document.

<b>Job role</b>	<b>Salary (£'000)</b>	<b>Document</b>	<b>Withheld/disclosed</b>
2.1 Corporate Communications Director	£75 – 98	Job description	Disclosed
3.2 Corporate Communications Manager	£40 – 56	Job description	Disclosed
4.3 Corporate Communications Officer	£30 – 37	Job description	Disclosed
2.2 Media Relations Director	£83 - 108	Job description	Disclosed
4.3 Media Relations Officer	£30 - 37	Job description	Disclosed
3.2 Media Relations Manager	£40 - 56	Job description	Disclosed
4.2 Media Relations Assistant	£26 - 32	Job description	Disclosed
Very Senior Manager Executive Director of Strategic Communications	*£130-135 (2013-14), £130-135 (1/4/14 – 19/1/15) £35 – 40 (20/1/15 – 31/3/15)	Job description	Disclosed
3.2 Corporate Communications and Events Manager	£35 - 51	Job description	Disclosed

\*For the Executive Director role I have included the figures listed in Monitor's annual report and accounts 2014/15, which is available [here](#) (please see page 63). These figures represent salary, benefits in kind and pension benefits. The total for this role in 2013/14 was £145-150,000. In 2014/15, the post holder changed from 20 January 2015, so total for the post holder until 19 January 2015 was £130-135,000 and the total for the post holder from 20 January 2014 was £35-40,000.

### **Review rights**

If you consider that your request for information has not been properly handled or if you are otherwise dissatisfied with the outcome of your request, you can try to resolve this informally with the person who dealt with your request. If you remain dissatisfied, you may seek an internal review within Monitor of the issue or the decision. A senior member of Monitor's staff, who has not previously been involved with your request, will undertake that review.

If you are dissatisfied with the outcome of any internal review conducted by Monitor, you may complain to the Information Commissioner for a decision on whether your request for information has been dealt with in accordance with the FOI Act.

A request for an internal review should be submitted in writing to FOI Request Reviews, Monitor, Wellington House, 133-155 Waterloo Road, London SE1 8UG or by email to [foi@monitor.gov.uk](mailto:foi@monitor.gov.uk).

### **Publication**

Please note that this letter and the attached information will shortly be published on our website. This is because information disclosed in accordance with the FOI Act is disclosed to the public at large. We will, of course, remove your personal information (e.g. your name and contact details) from the version of the letter published on our website to protect your personal information from general disclosure.

Yours sincerely,



**Fiona Knight**

Executive Director of Organisational Transformation

## **JOB DESCRIPTION**

**Job Title:** Corporate Communications Director

**Reports to:** Executive Director of Strategic Communications

**Role Level** 2.1

**Salary Band:** £68,000- £116,725

**Reference Zone:** £75,000- £98,000

### **Job Purpose:**

The purpose of the Corporate Communications Director is to lead the Corporate Communications Team in ensuring that all corporate communications are robust, timely and effective and are capable of supporting Monitor's expanding communications requirements within the health sector.

### **Main Accountabilities:**

- Work with the Executive Director of Strategic Communications to develop and refine the Communications Strategy, specifically all corporate communications;
- Drive specific high profile campaigns and projects on behalf of Monitor which inform those regulated by Monitor, the wider health sector and the business community;
- Responsible for the quality, timeliness and effectiveness of all Monitor's corporate publications and events (both internal and external) working with the Editorial Director to develop this capability across Monitor's functions;
- Ensure digital media are used effectively to communicate with all Monitor's stakeholders, working closely with the Stakeholder Engagement Director. This includes ensuring timely and high quality content on Monitor's corporate website;
- Agree and prioritise the key communication campaigns and communication methods for all Monitor internal and external communications. Ensure the success and effective evaluation of these campaigns;
- Accountable for keeping senior managers informed of the progress of all Monitor corporate communication campaigns through regular reports and updates;
- Develop and maintain communications areas of the knowledge management system;
- Ensure the content of all corporate communications is aligned in message with overarching Monitor strategy; engage senior executives across the organisation to ensure communications channels are being utilised effectively;
- As a member of the Strategic Communications senior management team, work closely with other members to ensure alignment of all strategic communications activities;
- Work with the Strategic Communications senior management team to develop and maintain Monitor's Crisis Communications Plan;
- Manage the Corporate Communications team, ensuring resources are deployed effectively; and
- Act as a business partner to an assigned Monitor function(s) to deliver strategic communications activity effectively.

**Dimensions:**

Staff managed: c10

Budget managed: TBD

Key external relationships:

- Other regulators' corporate communication functions
- Specialist communications suppliers, including writers, designers and event companies
- Corporate communications leads in Department of Health, CQC and NHS Commissioning Board

Key internal relationships:

- Other Directors within the Strategic Communication function
- Organisation Transformation function
- Executive team
- Directors of functions

**PERSON SPECIFICATION:**

**Competencies:**

The individual in this role will be expected to demonstrate the competencies in line with their role level as set out in Monitor's competency framework.

Each of the Competency headings are listed below.

<b>Competency</b>	<b>Level</b>
Leadership	2
Business Strategy & External Environment	2
Planning & Delivery of Work	2
Communicating & Influencing	2
Driving Innovation & Change	2
Developing Self & Others	2

**Qualities, Experience and Expertise:**

- Substantial experience in a management position within communications;
- Successful track record of delivery of communications activities through prioritisation and allocation of resources;
- Persuasive and influential ability to deal with senior staff of the organisation;
- Proven management experience of communications teams;
- A successful track record of delivering communications programmes;

- Strong attention to detail;
- An excellent communicator with strong presentation and written skills;
- Experience of presentations and briefings in or for a comparable organisation and of ability to present advice and information in a clear and logical way;
- Exceptional stakeholder management skills and personal impact and gravitas to command respect from a wide range of senior internal and external stakeholders;
- An effective leader, able to identify, plan and direct the resource needs of communications campaigns appropriately;
- Strong leadership skills including an ability to motivate professional teams to be successful;
- Ability to manage the professional development of the directorate ensuring appropriate progress and application of performance management frameworks;
- Excellent IT skills including use of Microsoft Office; and
- An ability to employ a broad perspective on internal and external issues that may have organisational impact.

**Qualifications:**

- Good first degree.

This job description is not intended to be exclusive or exhaustive. It is an outline indication of activity and will be amended in the light of the organisation's changing needs.

-20 September 2012-

## JOB DESCRIPTION

<b>Job Title:</b>	<b>Corporate Communications and Events Manager</b>
<b>Reports to:</b>	<b>Corporate Communications Manager</b>
<b>Directorate:</b>	<b>Strategic Communications</b>
<b>Role Level:</b>	<b>3.1</b>
<b>Salary Ref. Zone:</b>	<b>£35,000 - £51,000</b>
<b>Terms:</b>	<b>Permanent</b>
<b>Location:</b>	<b>Waterloo</b>

## JOB PURPOSE

The primary purpose of the Corporate Communications and Events Manager is to manage Monitor's events programme and to proactively publicise the organisation and its work through Monitor's and third party channels. A core responsibility is ensuring Monitor's communications to providers, commissioners and other stakeholder groups are targeted, engaging, timely and effective. This will involve developing robust project plans to manage the preparation, design and production of events, and developing and implementing marketing communications plans to ensure we're reaching a range of audiences. This post will manage the development of Monitor's CRM system.

## MAIN ACCOUNTABILITIES

- Contribute to the development and delivery of Monitor's events strategy and plan;
- Responsible for the day-to-day management of the events programme, including associated marketing communications plans, ensuring it is responsive to stakeholder needs and preferences;
- Ensure events are delivered effectively and efficiently, our impact is consistently measured and stakeholder intelligence is fed back into the business;
- Manage, develop and implement Monitor's presence at a range of third party exhibitions, working with partners to provide a cost-effective impactful presence;
- Provide support, coaching and advice to the Corporate Communications Officer to ensure all projects and tasks are planned, developed and executed effectively and to a high standard;
- Develop effective project, communications/engagement and marketing plans, which are tailored to the needs of different stakeholders and consider how best to use a range of channels creatively, including those managed by other colleagues such as Monitor's digital channels;
- Manage the on-going plan for development and cleansing of stakeholder data, using a Customer Relationship Marketing System;
- Working with colleagues, proactively develop our relationships with partners to enable use of their marketing channels and work collaboratively on joint projects, where appropriate;

- Act as project manager for cross-team and cross-Monitor projects as requested by the Corporate Communications Director;
- Proactively seek out and learn from best practice, informing the development of our externally and internally facing communications channels; and
- As required, take part in digital projects and day-to-day delivery during busy times.

## DIMENSIONS

**Staff managed:** None

### **Key external relationships:**

- Corporate communication functions of Monitor's key partners and other regulators
- Specialist communications suppliers

### **Key internal relationships:**

- Strategic Communications colleagues
- Business functions across Monitor

## PERSON SPECIFICATION

### **Qualifications:**

- Degree level qualification or equivalent.

### **Experience, Knowledge, Skills and Expertise:**

#### **Essential**

- Considerable event experience and successful track record of effective delivery across the full range of communications disciplines (excluding media);
- Outstanding written and oral communication skills;
- Strong attention to detail;
- Ability to work on a diverse range of tasks at the same time under pressure and in a non-precious way;
- Excellent organisational and planning skills, and experience in managing communications projects from start to finish, with demonstrable experience of successful prioritisation and allocation of resources;
- Proven track record of understanding and handling highly complex information;
- A confident communicator with excellent interpersonal skills and an ability to present data and information in a clear and logical way;
- Strong relationship building and stakeholder management skills;



- Proven to be a proactive and diligent self-starter with an ability to co-ordinate and prioritise, utilising resources effectively;
- Ability to exercise sound judgement and use initiative, with sound problem-solving and analytical skills;
- Excellent IT skills including use of Microsoft Office;
- A role model for Monitor's values by being ambitious for patients, evidence-based, professional and open, and by working together with others successfully.

#### **Desirable**

- Experience and understanding of the health care sector.

This job description is not intended to be exclusive or exhaustive. It is an outline indication of activity and will be amended in the light of the organisation's changing needs.

## **JOB DESCRIPTION**

**Job Title: Corporate Communications Officer**

**Reports to: Corporate Communications Manager**

**Directorate: Strategic Communications**

**Role Level: 4.3**

**Salary Ref. Zone: £30,000 - £37,000 (mid point £33,500)**

**Terms: Permanent**

**Location: Central London**

### **Job Purpose:**

The purpose of the Corporate Communications Officer is to support the Corporate Communications Manager in the development and delivery of Monitor's events programme (consultation and engagement events, workshops, webinars and presence at third party exhibitions). The role will also involve the development of marketing communications plans for events and other projects to meet key business objectives. The post holder will contribute to the ongoing development of Monitor's CRM system and how it can be used more effectively, as well as building and maintaining a library of third party channels.

### **Main Accountabilities:**

- Support the development, delivery and evaluation (gathering intelligence to inform future communications/policy) of a programme of events. This will involve working with regulatory functions, policy, economics teams and external partners;
- Responsible for developing and managing the event website (Eventbrite) as well as the event content section of Monitor's website, adding any activity to the communications engagement planner;
- Responsible for day to day delegate and event management (logistics, badges, materials) including liaising with venues and other parties involved in the delivery of an event;
- Contribute to and maintain a library of third party channels with other corporate communications colleagues;
- Responsible for Monitor's photo library, ensuring the images adhere to Monitor's brand guidelines; improving/editing the images using Photoshop;
- Contribute to the delivery of effective project, communications and engagement plans for core projects whether event focused or general marketing communications;
- Contribute to the development and cleansing of stakeholder data and becoming a 'Superuser' of Microsoft Dynamics CRM database;
- Support the Corporate Communications Manager in the delivery of Monitor's brand guidelines – acting as a brand custodian to ensure compliance both internally and externally;
- Provide ad hoc support in developing charts, diagrams, etc for slides and publications;
- Support the rest of the team, to cover leave in particular, with a range of other tasks and projects as and when required.

**Dimensions:**

Staff managed: N/A

Budget: N/A

Key external relationships:

- Specialist communications suppliers, venue sourcing companies and venues direct
- External partners such as NHS England, NHS Confederation, HFMA and the Foundation Trust Network

Key internal relationships:

- Regulatory function teams
- Policy and Economics teams
- Strategic Communications colleagues

**PERSON SPECIFICATION:**

**Knowledge, Skills and Experience:**

- Experience of working within a communications or marketing function in the public and/or health sector;
- Experience of working in the public sector and/or health sector;
- Track record of delivering successful marketing communications activities, events in particular;
- Experience and understanding of using social media as a marketing communications tool;
- Experience of using Photoshop and free online design tools;
- Knowledge of Microsoft Dynamics CRM;
- Strong written and oral communication skills;
- Strong attention to detail and understanding of what constitutes high quality written outputs;
- Good organisational skills with an ability to prioritise and multi-task; a proactive, can do attitude;
- Excellent project management skills are essential as well as building relationships internally and externally;
- Comfortable with working both on their own and in small teams, with the ability to demonstrate strong interpersonal skills and team building skills;
- Ability to exercise sound judgement, maintain discretion and use initiative;
- Advanced IT skills including excellent working understanding of Microsoft Office, using PowerPoint in particular as a design tool;

- Good problem-solving and analytical skills;

**Qualifications:**

A marketing qualification, or equivalent qualification, or practical experience of working in a marketing environment would be beneficial to provide the post holder with the relevant understanding of marketing principles in order to make an immediate contribution to the Communication team's agenda and Monitor's strategy overall.

**Competencies:**

The individual in this role will be expected to demonstrate the competencies in line with their role level as set out in Monitor's competency framework and be a role model for our Values.

<b>Competency</b>	<b>Level</b>
Leadership	4
Business Strategy & External Environment	4
Planning & Delivery of Work	4
Communicating & Influencing	4
Driving Innovation & Change	4
Developing Self & Others	4

This job description is provided as an outline of the key tasks and responsibilities and is not intended to be an exhaustive list. The job will change over time to reflect the changing needs of Monitor and its services, as well as the personal development needs of the post holder.

Monitor wants to constantly improve its performance as an organisation. In order to do this, we recognise we need to recruit from the widest possible talent pool. All individuals regardless of race, age, disability, ethnicity, gender, gender reassignment, sexual orientation, religion or belief, marriage or civil partnership are encouraged to apply for this post.

## JOB DESCRIPTION

<b>Job Title:</b>	<b>Media Relations Director</b>
<b>Reports to:</b>	<b>Executive Director of Strategic Communications</b>
<b>Directorate:</b>	<b>Strategic Communications</b>
<b>Role Level:</b>	<b>2.2</b>
<b>Salary Ref. Zone:</b>	<b>Entry point £83,000; Ceiling £108,000</b>
<b>Terms:</b>	<b>Permanent</b>
<b>Location:</b>	<b>Central London</b>

## JOB PURPOSE

The purpose of the Media Relations Director is to lead the Media Relations team in the planning and delivery of effective media relations which ensure balanced communication of Monitor's messages through the media. Fundamentally, this role involves managing press relationships on behalf of Monitor, generating coverage of regulatory actions and policy initiatives where appropriate, and handling sensitive situations that could have an adverse effect on Monitor's reputation.

## MAIN ACCOUNTABILITIES

- Work with the Executive Director of Strategic Communications to develop and refine the Communications Strategy, specifically all media relations;
- Accountable for the delivery of media relations objectives within the Strategic Communications function;
- Ensure that the team are set up to establish relationships and proactively engage with influential journalists across the media, including those with specific health interests;
- Advise the CEO and executive team on appropriate media handling of sensitive situations;
- Drive actions which contribute to Monitor's executive team having appropriate media profiles and being able to act effectively as spokespeople for the organisation in both proactive and reactive situations;
- Ensure key messages and press materials are developed to meet Monitor's needs, both at a corporate level and for individual projects;
- Monitor media coverage to evaluate the communication of Monitor's key messages and provide the senior team with updates on progress against media objectives;
- As a member of the Strategic Communications senior management team, work closely with the other members to ensure alignment of all strategic communications activities;
- Work with the Strategic Communications senior management team to develop and maintain Monitor's Crisis Communications Plan;
- Manage the Media Relations team, ensuring resources are deployed effectively; and

- Act as a business partner to an assigned Monitor function(s) to deliver strategic communications activity effectively.
- Demonstrate Monitor's competencies relevant to the role level and be a role model for Monitor's values

## DIMENSIONS

**Staff managed:** circa 6

**Budget:** TBD

### Key external relationships:

- Journalists and the Media
- Media relations staff at the Department of Health, the CQC and the NHS Commissioning Board, think tanks and other regulators

### Key internal relationships:

- Strategic Communications SMT
- Chair and CEO
- Executive Team
- Directors of Monitor functions

## PERSON SPECIFICATION

### Experience, Knowledge and Skills:

#### Essential

- Successful track record of delivering proactive media campaigns and handling difficult issues in the media;
- Persuasive and influential ability to deal with journalists and the media;
- Exceptional experience in managing a media relations team, within, preferably, a high profile public sector body;
- Previous experience of working in the media as a journalist (highly desirable);
- Good knowledge of current health system and its key stakeholders;
- An excellent communicator with strong presentation and drafting skills; experience of presentations and briefings in or for a comparable organisation and of ability to present advice and information in a clear and logical way;

- Exceptional stakeholder management skills and personal impact and gravitas to command respect from a wide range of senior internal and external stakeholders including being able to influence journalists and the media;
- Ability to act independently and make clear recommendations in complex scenarios and to support those recommendations credibly and with authority when challenged;
- Strong leadership skills including an ability to motivate professional teams to be successful; and
- An ability to manage the professional development of the directorate ensuring appropriate progress and application of performance management frameworks.

#### Desirable

- Experience of working in health communications;
- Front line clinical or operational experience gained in the NHS or other healthcare system

This job description is provided as an outline of the key tasks and responsibilities and is not intended to be an exhaustive list. The job will change over time to reflect the changing needs of Monitor and its services, as well as the personal development needs of the post holder.

The salary offered will be commensurate with experience. Internal applicants promoted to the role will commence on the minimum of the scale quoted.

Monitor wants to constantly improve its performance as an organisation. In order to do this, we recognise we need to recruit from the widest possible talent pool. All individuals regardless of race, age, disability, gender, gender reassignment, sexual orientation, religion or belief, pregnancy & maternity, marriage or civil partnership are encouraged to apply for this post.

## JOB DESCRIPTION

<b>Job Title:</b>	<b>Media Relations Officer</b>
<b>Reports to:</b>	<b>Media Relations Manager</b>
<b>Directorate:</b>	<b>Strategic Communications</b>
<b>Role Level:</b>	<b>4.3</b>
<b>Salary Ref. Zone:</b>	<b>£30,000- £37,000</b>
<b>Location:</b>	<b>London (Westminster and Waterloo)</b>

### Job Purpose:

A central role in Monitor's fast-growing communications team providing media relations advice and support to teams across Monitor as the organisation develops its new role under the Health and Social Care Act 2012.

### Main Accountabilities:

- Provide professional media relations advice and analysis, creative input and practical communications support on Monitor projects.
- Take responsibility for developing and executing communications strategies on different Monitor projects, working with project leads across the organisation.
- Drive forwards the development of communications materials as the organisation takes on its new remit including the creation of key messages, media handling plans and press releases.
- Prepare and equip Monitor teams for media engagement including developing briefing materials for staff taking part in media interviews, producing draft articles on behalf of Monitor's senior leadership team, and writing positioning papers as Monitor articulates its stance on key NHS issues.
- Proactively develop relationships with relevant media teams in Whitehall, the wider health community and with key correspondents and reporters from the national, regional and trade press and broadcasters.
- Lead on developing relationships with colleagues at other important NHS organisations including the Care Quality Commission, Department of Health and NHS Commissioning Board and others to ensure joined-up communication on regulatory action and to build public confidence in the regulatory system.
- Take responsibility for handling media enquiries and developing and coordinating responses in a timely and accurate manner. Responsible for briefing the media effectively in a way which demonstrates the organisation's role in protecting and promoting patients' interests and handling out-of-hours enquiries as part of the media relations teams' rota.
- Identify important developments in the media and across the healthcare sector. Advise on emerging issues for Monitor and take forward any opportunities for Monitor media activity that they present. Undertake daily monitoring and analysis of relevant media.
- Lead on consistently and accurately building and maintaining media databases, forward planner and other communication tools and, along with the rest of the team, look for ways of improving media management on a day-to-day basis.



- Work with the rest of the media team to support teams across the organisation with ad hoc requests such as press searches and media monitoring.
- Ensure that all relevant material and information is uploaded centrally to Microsoft CRM so that knowledge is shared and managed effectively across the organisation.
- Engage in other communication activity as required, supporting the wider communications team.

#### Dimensions:

Staff managed: none

Key external relationships:

- Key health correspondents and reporters from the national, regional and trade press and broadcasters.
- External stakeholders (e.g. Department of Health, Care Quality Commission, NHS Commissioning Board).

Key internal relationships:

- Strategic Communications colleagues
- Policy, Provider Regulation and Assessment colleagues
- Wider Leadership Team

#### PERSON SPECIFICATION:

##### Competencies:

The individual in this role will be expected to demonstrate the competencies in line with their role level as set out in Monitor's competency framework. Each competency heading is listed below.

Competency	Role Level
• Leadership	4
• Business Strategy & External Environment	4
• Planning & Delivery of Work	4
• Communicating & Influencing	4
• Driving Innovation & Change	4
• Developing Self & Others	4

##### Qualifications:

- Degree with excellent academic record

## Experience, Knowledge, Skills and Expertise:

### Essential:

- Either experience of working as a journalist or solid experience of working with the media (e.g. in a press office or communications consultancy)
- Experience of building and managing media databases
- A track record of working with and building contacts in a wide spectrum of different media including national, regional, consumer and online
- Strong oral and written communication skills
- Ability to spot a story and to demonstrate a creative approach to media relations
- Ability to understand complex new issues quickly and translate them into clear messaging that resonates with expert and non-expert audiences
- Confidence in dealing with internal and external stakeholders and in answering and responding to media enquiries
- Diplomacy and good interpersonal skills in dealing with people both internally and externally
- Well organised, systematic and a strong attention to detail
- Ability to work on a diverse range of tasks at the same time, prioritise workload and deliver under pressure
- Integrity when handling sensitive issues
- A good team player with the ability work proactively and reactively

This job description is not intended to be exclusive or exhaustive. It is an outline indication of activity and will be amended in the light of the organisation's changing needs.

## **JOB DESCRIPTION**

**Job Title:** Media Relations Manager

**Reports to:** Senior Media Relations Manager

**Role Level:** 3.2

**Salary Band:** £35,000- £74,095

**Reference Zone:** £40,000- £56,000

### **Job Purpose:**

The purpose of the Media Relations Manager is to support the Senior Media Relations Manager in the delivery of effective media relations to ensure balanced communication of Monitor's messages through the media. The role involves managing press relationships on behalf of Monitor, generating coverage of regulatory actions and policy initiatives where appropriate, and handling sensitive situations that could have an adverse effect on Monitor's reputation.

### **Main Accountabilities:**

- Support the Senior Media Relations Manager to deliver the Communications Strategy, specifically all media relations;
- Establish and maintain relationships and proactively engage with influential journalists across the media, including those with specific health interests;
- Advise the executive team and regulatory function director reports to the executive team on appropriate media handling of sensitive situations;
- Proactively promote Monitor's regulatory actions and initiatives in order to build corporate reputation;
- Develop key messages and press materials to meet Monitor's needs, both at a corporate level and for individual projects;
- Evaluate the communication of Monitor's key messages through the media and provide the senior team with updates on progress against media objectives; and
- Maintain and deliver Monitor's Crisis Communications Plan.

### **Dimensions:**

Key external relationships:

- Journalists and the Media
- Media relations staff at the Department of Health, the CQC and the NHS Commissioning Board, think tanks and other regulators.

Key internal relationships:

- Executive Team
- Directors of Monitor functions
- Regional Directors

## **PERSON SPECIFICATION:**

### **Competencies:**

The individual in this role will be expected to demonstrate the competencies in line with their role level as set out in Monitor's competency framework.

Each of the Competency headings are listed below.

<b>Competency</b>	<b>Level</b>
Leadership	3
Business Strategy & External Environment	3
Planning & Delivery of Work	3
Communicating & Influencing	3
Driving Innovation & Change	3
Developing Self & Others	3

### **Qualities, Experience and Expertise:**

- Persuasive and influential ability to deal with and influence journalists and the media;
- Good knowledge of current health system and its key stakeholders;
- Experience of working within health communications (desirable);
- Previous experience of working in the media as a journalist (desirable);
- A confident communicator with interpersonal skills and an ability to present data and information in a clear and logical way;
- Strong relationship building and stakeholder management skills;
- Good organisational skills; self-starter with an ability to co-ordinate and prioritise;
- Comfortable with working on their own and as part of small multi-disciplinary team, displaying interpersonal and leadership skills and utilising resources effectively;
- Ability to exercise sound judgement and use initiative. Medical director 'Able to challenge on quality governance at senior level); and
- Problem solving and analytical skills with strong attention to detail.

### **Qualifications:**

- Good first degree.

This job description is not intended to be exclusive or exhaustive. It is an outline indication of activity and will be amended in the light of the organisation's changing needs.

-20 September 2012-

## JOB DESCRIPTION

<b>Job Title:</b>	<b>Media Relations Assistant</b>
<b>Reports to:</b>	<b>Head of News</b>
<b>Directorate:</b>	<b>Strategic Communications</b>
<b>Role Level:</b>	<b>4.2</b>
<b>Salary Ref. Zone:</b>	<b>£26,000 – £32,000</b>
<b>Location:</b>	<b>London (Waterloo)</b>

### Job Purpose:

The purpose of this role is to support the Head of News and Monitor's media relations team deliver the media relations and communications strategies. This role is effectively a junior press officer and will involve contact with external stakeholders, principally press officers in external bodies and members of the media. It offers the holder significant development opportunities, including the chance to work with the Head of News and other media team members on high profile communications campaigns.

### Main Accountabilities:

- To provide support to the press office as required, compiling and maintaining media distribution contacts lists and ensuring the media team area of the intranet is kept up to date.
- To support the Head of News in delivering the media relations and communications strategies.
- To maintain and manage the contracts with external suppliers to the media relations team.
- Run the press cuttings service, answering queries from senior members of staff and keeping an appropriate archive. Distributing daily press coverage to relevant internal stakeholders.
- To set up and assist with the coordination of press events, such as press conferences or briefings and broadcast interviews.
- Draft media evaluation reports informing senior internal stakeholders of the coverage Monitor has received and how our key messages have been received by the press.
- Develop and maintain a key message database.
- Develop and maintain a jargon translation database.
- Manage the production of and maintain a press pack.
- Deal with ad-hoc media enquiries where appropriate, including being a first point of contact for journalists interested in the work of Monitor.
- Ad-hoc research as required.
- General duties as required.

### Dimensions:

Staff managed: none

### PERSON SPECIFICATION:

### Qualifications:

- Undergraduate degree in a relevant subject – such as (but not limited to) Media or Journalism, Public Relations, Communications, English or Politics or equivalent qualification.
- Due to the nature of the role a further education qualification (A-Level or equivalent) in a relevant subject, such as English, Media Studies etc is desirable.

### Experience, Knowledge, Skills and Expertise:

#### Essential:

- Experience of working on a communications project, be it a student or community media outlet, work experience within the commercial or public service media or other relevant experience.
- An active interest in the media or communications.
- Strong oral and written communication skills
- Confidence in dealing with internal and external stakeholders and in answering and responding to media enquiries
- Diplomacy and good interpersonal skills in dealing with people both internally and externally.
- Well organised, systematic and a strong attention to detail
- Ability to work on a diverse range of tasks at the same time, prioritise workload and deliver under pressure
- Integrity when handling sensitive issues
- A good team player

This job description is not intended to be exclusive or exhaustive. It is an outline indication of activity and will be amended in the light of the organisation's changing needs.

## JOB DESCRIPTION

<b>Job Title:</b>	<b>Executive Director of Strategic Communications</b>
<b>Reports to:</b>	<b>Chief Executive</b>
<b>Directorate:</b>	<b>Strategic Communications</b>
<b>Role Level:</b>	<b>Very Senior Manager (VSM)</b>
<b>Salary Ref. Zone:</b>	<b>£104,535 - £116,150 (Point 16, DH Pay Framework for VSM)</b>
<b>Terms:</b>	<b>Permanent</b>
<b>Location:</b>	<b>Central London</b>

## JOB PURPOSE

The Executive Director of Strategic Communications is a member of Monitor's Executive Committee and is responsible for ensuring that Monitor's role as the sector regulator of health provision is supported by robust and strategic communications and stakeholder engagement.

The Executive Director's role is to develop and lead a high performing, efficient, effective and economic team capable of managing communication and stakeholder engagement requirements in a landscape of increasing complexity, public scrutiny and importance.

## MAIN ACCOUNTABILITIES

- Accountable for developing and executing Monitor's changing communications strategy, ensuring it makes full and effective use of the latest communication tools and supports Monitor's regulatory responsibilities and the increasing demand to communicate extensively and effectively with providers, other sector bodies, parliament and the media
- Reflecting the growing significance of stakeholder engagement to Monitor, accountable for developing and ensuring effective execution of Monitor's stakeholder engagement strategy so that Monitor is aligned with and secures effective support from key stakeholder groups such as providers, other sector bodies, patient groups, clinicians, parliament and the media
- Accountable for providing advice and support to Monitor's Executive Committee and Board to enable them to deliver effective strategic communications and stakeholder engagement across providers, other sector bodies, parliament and the media
- Accountable for providing advice and support to all Monitor functions, ensuring the quality of communications and engagement activities and outputs build Monitor's reputation in the sector with a particular focus on raising the standard of oral and, especially, written communication across the whole of Monitor through direct support, coaching and training
- Establishing strong personal relationships with key journalists

*Monitor values diversity and is committed to equality.*

*We welcome applications from parties interested in part-time or job-sharing opportunities.*

- Accountable for supporting the Executive Director of Organisation Transformation in the provision of internal communications as part of staff engagement activities
- Collectively responsible as a member of the Monitor Executive Committee for the overall performance of Monitor
- Responsible for acting as an external representative for Monitor, leading senior stakeholder engagement with such groups as the wider health sector, parliament, the media and professional service firms
- Leading, motivating and developing all line reports and the Strategic Communications Directorate

#### Executive Competencies:

- Sets and executes strategy
  - Provides strategic and operational advice, to enable Monitor to develop and execute its strategy effectively, and contributes to the achievement of Monitor's organisational objectives
- Role models leadership
  - Provides strong and effective people leadership consistent with Monitor's vision
  - Role models the organisation's values and expected behaviours
- Drives corporate planning
  - Contributes to the development and delivery of Monitor's corporate and annual business plans
- Mitigates against risk
  - Ensures that the legislative requirements of Monitor are fulfilled, and that effective and appropriate governance is in place, including the identification of organisational risk and appropriate mitigating actions
- Represents Monitor
  - Acts as an ambassador for Monitor, representing the needs and views of Monitor in external forums, ensuring the reputation of the organisation is enhanced

#### DIMENSIONS

##### Staff managed:

- Directorate headcount of 34
- Six direct reports: Corporate Communications Director, Media Relations Director, Stakeholder Engagement Director, Editorial Director, Operations Manager, Personal Assistant

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**Key external relationships:**

- Providers
- Patient representative bodies
- Clinical and health sector representative bodies
- Media
- Parliament

**Key internal relationships:**

- Board
- Chief Executive
- Executive Committee
- Chief of Staff

**PERSON SPECIFICATION**

**Qualifications:**

- Higher business qualification (desirable)

**Experience, Knowledge, Skills and Expertise:**

**Essential**

- Significant experience of strategic communications
- At least one of the following:
  - An excellent understanding of the media and a proven ability to engage with and influence journalists
  - An excellent understanding of the political world and a proven ability to engage with and influence parliamentarians
- Exceptional oral and written communication skills
- Proven track record of building and leading teams including recruiting, developing, motivating and retaining staff
- Intellectual rigour to tackle complex operational issues and develop robust solutions
- Ability to take key decisions, run difficult meetings and hold sensitive conversations
- Heightened political awareness and experience of operating at Director or Board level in a politically sensitive environment or organisation

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- Clear integrity and a commitment to maintaining the highest personal and professional standards, appropriate to the responsibilities attached to holding a senior position within a public body

**Desirable**

- A well-developed network of contacts in the media and/or parliament
- An in-depth understanding of the health care sector

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## JOB DESCRIPTION

<b>Job Title:</b>	<b>Corporate Communications and Events Manager</b>
<b>Reports to:</b>	<b>Corporate Communications Manager</b>
<b>Directorate:</b>	<b>Strategic Communications</b>
<b>Role Level:</b>	<b>3.1</b>
<b>Salary Ref. Zone:</b>	<b>£35,000 - £51,000</b>
<b>Terms:</b>	<b>Permanent</b>
<b>Location:</b>	<b>Waterloo</b>

## JOB PURPOSE

The primary purpose of the Corporate Communications and Events Manager is to manage Monitor's events programme and to proactively publicise the organisation and its work through Monitor's and third party channels. A core responsibility is ensuring Monitor's communications to providers, commissioners and other stakeholder groups are targeted, engaging, timely and effective. This will involve developing robust project plans to manage the preparation, design and production of events, and developing and implementing marketing communications plans to ensure we're reaching a range of audiences. This post will manage the development of Monitor's CRM system.

## MAIN ACCOUNTABILITIES

- Contribute to the development and delivery of Monitor's events strategy and plan;
- Responsible for the day-to-day management of the events programme, including associated marketing communications plans, ensuring it is responsive to stakeholder needs and preferences;
- Ensure events are delivered effectively and efficiently, our impact is consistently measured and stakeholder intelligence is fed back into the business;
- Manage, develop and implement Monitor's presence at a range of third party exhibitions, working with partners to provide a cost-effective impactful presence;
- Provide support, coaching and advice to the Corporate Communications Officer to ensure all projects and tasks are planned, developed and executed effectively and to a high standard;
- Develop effective project, communications/engagement and marketing plans, which are tailored to the needs of different stakeholders and consider how best to use a range of channels creatively, including those managed by other colleagues such as Monitor's digital channels;
- Manage the on-going plan for development and cleansing of stakeholder data, using a Customer Relationship Marketing System;
- Working with colleagues, proactively develop our relationships with partners to enable use of their marketing channels and work collaboratively on joint projects, where appropriate;

- Act as project manager for cross-team and cross-Monitor projects as requested by the Corporate Communications Director;
- Proactively seek out and learn from best practice, informing the development of our externally and internally facing communications channels; and
- As required, take part in digital projects and day-to-day delivery during busy times.

## DIMENSIONS

**Staff managed:** None

### **Key external relationships:**

- Corporate communication functions of Monitor's key partners and other regulators
- Specialist communications suppliers

### **Key internal relationships:**

- Strategic Communications colleagues
- Business functions across Monitor

## PERSON SPECIFICATION

### **Qualifications:**

- Degree level qualification or equivalent.

### **Experience, Knowledge, Skills and Expertise:**

#### **Essential**

- Considerable event experience and successful track record of effective delivery across the full range of communications disciplines (excluding media);
- Outstanding written and oral communication skills;
- Strong attention to detail;
- Ability to work on a diverse range of tasks at the same time under pressure and in a non-precious way;
- Excellent organisational and planning skills, and experience in managing communications projects from start to finish, with demonstrable experience of successful prioritisation and allocation of resources;
- Proven track record of understanding and handling highly complex information;
- A confident communicator with excellent interpersonal skills and an ability to present data and information in a clear and logical way;
- Strong relationship building and stakeholder management skills;

- Proven to be a proactive and diligent self-starter with an ability to co-ordinate and prioritise, utilising resources effectively;
- Ability to exercise sound judgement and use initiative, with sound problem-solving and analytical skills;
- Excellent IT skills including use of Microsoft Office;
- A role model for Monitor's values by being ambitious for patients, evidence-based, professional and open, and by working together with others successfully.

#### **Desirable**

- Experience and understanding of the health care sector.

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