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| Job Title | Communications and Engagement Lead (Rebuilding) |
| Grade | B |
| Line Manager | Communications and Engagement Manager (Rebuilding) |
| Directorate | Engagement (Engagement, Policy and Strategy directorate) |
| Job Purpose | To create, manage and lead the development and delivery of a programme of communications and engagement to support CQC’s rebuilding programmes and the delivery of the work related to them. |
| Accountabilities | * Work closely with the wider Engagement team and rebuilding programme teams to ensure there is good coordination of internal and external engagement activity and messaging across all programmes and projects within the rebuilding work, making links to wider organisational initiatives. * Create, deliver, monitor and evaluate engagement plans to ensure effective communications and engagement with all audiences on CQC’s rebuilding. * Write, edit and produce content across a range of formats and for a number of different audiences, managing narrative development and tone of voice. This may include managing relationships with external design agencies and ensuring quality of content. * Ensure insight is regularly gathered and used to inform our engagement and communications activity. * Represent the Engagement team working on rebuilding as required within Engagement, and build relationships with key internal stakeholders to ensure consistent development and coordination of activities. * Work with teams across the Engagement directorate, forming positive working relationships and working together to deliver integrated communications and engagement activity. * Work with the relevant rebuilding leads to manage an overarching programme of communications. * Build and maintain productive relationships with both internal and external stakeholders, briefing them on our activity, gaining insight, and identifying opportunities to work together. * Work with the Communications and Engagement Manager for rebuilding to review and develop the team’s strategic approach, improve our processes and continuously improve our impact, deputising where necessary. * Keep up to date with the changing external context in which CQC operates. * **Actively promote diversity and equality of opportunity, treat everyone with dignity and respect and avoid unlawful discrimination.** * **Commit to continuous professional development, building skills and supporting others in the team to develop.** |
| Specific skills and experience | **Essential:**   * Significant knowledge and experience of working within an engagement or communications field. * Excellent written and verbal communication skills, including the ability to edit the content of others and follow house style, brand identity, plain English and accessibility principles. * Experience of narrative building and storytelling in a complex organisation. * Good influencing skills: ability to work with and advise senior colleagues on internal and external engagement issues, make decisions about appropriate activities and offer constructive challenge where necessary. * Strong relationship skills, including the ability to form relationships with key internal and external stakeholders quickly. * Good organisational and project management skills. * Demonstrable knowledge and experience of using different media and IT packages.   **Desirable:**   * Sound working knowledge of CQC, its regulatory context and the wider health and social care policy and operational arena. * Experience of working in the health and social care sector. * Experience of working in a major organisational change programme. * Experience of using design-based software. |
| **Values & Behaviours**  **Excellence**  **In my work for CQC:**   * I set high standards for myself and others, and take accountability for results * I am ambitious to improve and innovate * I encourage improvement through continuous learning, * I make best use of people’s time, and recognise the valuable contribution of others   **Caring**  **In my work for CQC:**   * I am committed to making a positive difference to people’s lives * I treat everyone with dignity and respect * I am thoughtful and listen to others * I actively support the well-being of others   **Integrity**  **In my work for CQC:**   * I will do the right thing * I ensure my actions reflect my words * I am fair and open to challenge and have the courage to challenge others * I positively contribute to building trust with the public, colleagues and partners   **Teamwork**  **In my work for CQC:**   * I provide high support and high challenge for my colleagues * I understand the impact my work has on others and how their work affects me * I recognise that we can’t do this alone * I am adaptable to the changing needs of others | |