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| Job Title | Senior Engagement and Communications Officer (Speaker Programme and Speechwriting) |
| Grade | C |
| Line Manager | Planning Events and Speechwriting Manager |
| Directorate | Engagement |
| Job Purpose | * Design, manage and deliver an effective and value-for-money speaking engagement programme for the organisation to support delivery of CQC’s independent voice on its regulatory findings and recommendations. * Design, deliver and manage a Slide Bank of presentations for all CQC staff. * Support delivery of speeches, presentations, talking points and scripts across the team. * Organise the delivery of CQC events, including conferences, exhibition stands and seminars. |
| Accountabilities | * Design and manage the speaking engagement programme to enable CQC to engage with target audiences. * Manage, design and deliver the process by which we receive, accept or decline speaking invitations. * Develop CQC’s policy and Service Level Agreement on speaking engagements, ensuring we are impartial, evidence-based and cognisant of codes of conduct and propriety. * Work with the Senior Engagement and Communications Officer (Events and Exhibitions), and the Senior Engagement and Communications Officer (Planning, Insight and Speechwriting) to ensure speaking engagements and exhibition arrangements are co-ordinated and maximum benefit achieved. * Manage incoming invitations (c 1000 a year), judge whether each is right for CQC and select who is right to put forward. * Research audience expectations, event agenda, topics and remarks of other speakers, physical space and need for audio/visual support, and assist CQC representatives to focus each speech to suit the audience. * Act as a first point of contact for advice and guidance to other teams in the organisation, providing solutions and proposals to ensure that all speaking activity supports the delivery of CQC’s strategic priorities. * **To support and advise senior colleagues on speaking engagements and speech requirements and prepare speeches and presentations where needed for senior CQC colleagues, both independently and in conjunction with the Planning, Events and Speechwriting Manager.** * Manage, develop and maintain an intranet-based Slide Bank of presentations for use by the whole of CQC, ensuring that strategic messages and data are correct and timely – handle queries from staff and use insight to develop further content * Maintain the web and intranet pages to highlight speeches at high profile events * Use other engagement channels to communicate speeches to additional audiences to increase awareness and reinforce messages e.g. social media, traditional media, online, intranet * **Organise stakeholder events for key CQC reports working with external venues,** stakeholders, contractors, providers and parliamentarians. * Establish and maintain relationships with organisers of conferences, forums and other events to bid for and facilitate speaking opportunities. Manage bids and abstract submissions to ensure CQC are on the right agendas with the right messaging. * Proactively research and identify appropriate speaking engagements for senior CQC representatives * Proactively gather insight and feedback to the Senior Engagement and Communications Officer (Planning, Insight and Speechwriting) * Work effectively with the planning, events, and exhibitions functions and deputise for the Planning, Events and Speechwriting Manager as appropriate. * **Work across the Parliamentary Government and Stakeholder Engagement (PGSE) team as required, to support delivery of team objectives.** * Actively promote diversity and equality of opportunity, treat everyone with dignity and respect and avoid unlawful discrimination and act in accordance with CQC Values and Behaviours. * Work across the wider Engagement Unit to support strategic engagement planning and delivery, including through Account Management. * Take responsibility for personal learning, development and wellbeing. |
| Specific skills and experience | **Essential:**   * Excellent verbal and written communication skills including PowerPoint and research skills. * Excellent organisational skills and ability to work on multiple tasks. * Excellent attention to detail and slide design * Considerable and comprehensive experience of managing and organising a range of events, of briefing third parties, using social media and preparing speech materials. * Sound working knowledge of CQC, its context and the wider health and social care policy and operational arena * Experience of developing and communicating messages in a complex regulatory environment. * Strong persuading and influencing abilities – able to make the right judgements to advise senior colleagues on accepting invitations and policy messaging. * Highly effective networker and relationship-builder and comfortable with senior colleagues. * Enthusiastic and proactive * Ability to respond flexibly and effectively to unpredictable work flows and the needs of senior staff. * Willing to undertake overnight UK travel for several days at a time.   **Desirable:**   * An interest in design and plain English for good slide design. |
| **Values**  **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 | |