

## NHS PROPERTY SERVICES LTD

### Job Description

<b>Job title:</b>	Senior Change Communications Manager
<b>Level:</b>	4
<b>Type of role:</b>	Permanent
<b>Base:</b>	Flexible
<b>Travel requirements:</b>	Travel required to site
<b>Responsible to:</b>	Head of Communications
<b>Directorate:</b>	Customer Service, Marketing and Communications

Established in 2013, NHS Property Services is a property owner, service provider and advisor, helping to shape the estate of the NHS for the future. We have one goal: to ensure the NHS makes the right property choices that enable excellent patient care.

Our portfolio is one of the largest in the UK, comprising more than 3,000 properties with 7,000 tenants across England. At a total value of more than £3bn, this represents about 10% of the total NHS estate.

Our properties range from listed buildings through to award-winning, state-of-the-art integrated health campuses.

#### **Main purpose / scope of the role**

The Senior Change Communications Manager will be responsible for delivering best practice change communication strategies, plans and content across NHSPS. It is an exciting time for NHSPS, with a new leadership team in place who are set to undertake a significant amount of change to our organisation over the coming months and years. This will include delivering on a new corporate strategy outlined in April 2020, a new People strategy in Summer 2020 and a pipeline of projects underpinning this.

This role holder will be responsible for ensuring these changes are successful, with all our people buying into them. There is an appreciation from the business that communicating the changes effectively is integral to its success.

The key focus for this role initially will be the implementation of our new People Strategy, working alongside the People team to ensure our colleagues are part of an engaged, enabled and high performing team.

The ideal candidate will be a career Internal Communications professional who is happy working both at a strategic and executive level. They will be familiar with change management principles

and models, for example Prosci's ADKAR model, and will understand how to assess colleague's acceptance of change against this.

They will have previously achieved pre-defined objectives on major change programmes they have worked on. They will be a supportive team player who will offer advice and coaching when requested to other colleagues across the organisation.

### **Key Responsibilities**

- Create, deliver and implement communications strategies and plans to support major change activity within the company. This will begin with the company's new People Strategy.
- Drive commitment to and adoption of necessary change, reporting progress against the ADKAR model or equivalent.
- Provide advice to ensure best practice is followed in colleague consultation and manager involvement in change.
- Create, monitor and use colleague feedback loops to encourage open conversation around change.
- Work closely with the Communications team, ensuring channel owners are aware of content to be delivered.
- Deputise for the Head of Communications when necessary.
- Ensure timely publication of content through relevant communications channels.
- Support the team in the production of business wide and corporate-level communication to colleagues when necessary.
- Support the internal communications team in pulling together and sharing analytics across a broad range of internal communications activity
- Build relationships with key stakeholders across the organisation to support communications activities.
- Help to deliver "best in class" internal communications, working closely with the wider communications team to educate, inform and inspire our people.
- Manage relationships with third party agencies when required, ensuring value for money at all times.

## Person Specification

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	Degree educated	Change management and/or internal communications qualifications
<b>Knowledge</b>	Working knowledge of Prosci or equivalent school of change management.	
<b>Experience</b>	Change / Internal Communications (6 years +) Working in a large organisation with a disparate, remote workforce	
<b>Skills</b>	Change Management Excellent copy writing	
<b>Personal qualities/abilities</b>	Able to work in a fast-paced, demanding environment Keen interest in industry developments	
<b>Other requirements as applicable</b>		