

Head of External Affairs - Excellence Profile

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| Relationship management | * Amplifies the influence of the QNIS brand and its leadership, demonstrating an understanding of key audiences and the channels, platforms and content to reach them. * Using highly developed networking skills, acts as a conduit to develop strong working relationship between QNIS and communications teams across health and social care, third sector partners and other professional organisations. * Builds effective relationships with officials, researchers and committee clerks in Scottish Government, Parliament and across a range of other organisations. * Builds and maintains strong collaborative relationships with the print and broadcast media, proactively developing a wider network of key contacts * Develops practice-based networks to stay connected with current issues and challenges for charity communications, policy and influencing. * Maintains and develops excellent relations with a wide range of stakeholders including our Trustees, Patron, and project partners. * Builds trust through delivering on actions agreed and exceeding the expectations of others. * Able to lead, facilitate and contribute to high level discussions within formal and informal settings. |

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| Outputs and productivity | * With the team develops a communications, policy and influencing plan which enables QNIS to share the evidence of its programmes with a range of audiences, through the development of creative and compelling material across media. * Implements and measures a communications, policy and influencing strategy that aligns with QNIS purpose and priorities. * Systematically monitors the strategic direction of QNIS outputs including, tone of voice, website content, digital communications, branding, messaging, collateral, and social media, ensuring they remain clear, consistent, inspiring, and current. * Leads the development and execution of effective media strategies for events and initiatives to reach and engage specific audiences. * Working closely with the senior team develops engaging and impactful materials for our funders such as Funding Reports and Cases for Support. * Monitors policy and Parliamentary activity of relevance to the work of the charity, providing policy updates to the team and trustees and enabling engagement when appropriate. * Working closely with senior team and expert nurses to develop outstanding written evidence for influencing policy including responding to Parliamentary Inquiries as well as coaching and supporting those who may give oral evidence. * Develops and promotes compelling and consistent content and leverages a range of platforms and partnerships for maximum impact. * Oversees and develops the processes for conferring QNIS awards including Fellowships, prizes and long services awards which leave people feeling valued. * Takes responsibility for crisis communications and monitoring and preparing for any reputational risks. |

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| Technical know how | * Outstanding written and verbal communication skills which enable excellence across all of the areas and audiences above. * Exceptional project management skills and significant experience of delivering a range of complex projects. * Uses a range of evidence to write great reports, articles, blogs and web content which are inspiring and impactful. * The creative expertise and oversight to support the development of inspiring digital content across social media. * Consults with others in enjoyable and creative ways, facilitating conversations which leave people feeling energised. * Understands the political and policy influences on community nursing and midwifery practice, research and development. * A real empathy for the challenges and barriers for nurses in developing practice, particularly working with marginalised communities. * Skilled in IT, in particular Microsoft 365 and Office, Adobe, WordPress and willing to embrace new software e.g. Customer relationship management systems. |

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| Team work and values | * Is truly invested in the purpose of the Queen’s Nursing Institute Scotland. * A commitment to compassion and health equity shines through. * Builds and maintains a great rapport with colleagues. * Shares leadership of the team in our commitment to becoming a mindful employer, creating a workplace where people flourish. * Supports the management of the team, enabling organisational decision making, managing staff as well as external agencies and consultants. * Is keen to help and supervise others, being approachable and available to colleagues. * Acts as a role model and welcomes ideas to enable our development as a high performing team. * Demonstrates a ‘can do/will do’ attitude and a willingness to roll up sleeves and get involved in anything that needs doing. * Understands the challenges and benefits of working in a small team and enjoys doing so. * Is enthusiastic about the role and energises those around them. * Takes time to celebrate after working hard to achieve goals. * Balances the urgent and important and enjoys working flexibly. * Thrives in a dynamic and rapidly changing environment, embracing change. * Brings a sense of joy, takes responsibility for gauging the mood in the office and attuning to interpersonal issues that may need addressing. |

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