

**HEAD OF DIGITAL ENGAGEMENT  
NIHR RESEARCH DELIVERY NETWORK COORDINATING CENTRE**



**Salary Grade: 9**

**Reporting to: Public Engagement Director**

**Role ID: J015**

## **HEAD OF DIGITAL ENGAGEMENT**

**Reports to: Public Engagement Director**

**Indicative staff complement:**

- Senior Digital Engagement Manager (G8)
- Senior Communications and Engagement Manager (G8)
- User Experience Designer (G7)
- Digital Delivery Manager, BPOR (G7)
- Digital Delivery Manager, JDR (G7)
- Digital Content Designer (G7)
- Communications Manager (G7)
- Delivery Coordinator (G6 X 2)
- Communications Coordinator (G6)
- Delivery Officer (G5)
- Digital Engagement Assistant (G4)

### **Overview of the Role**

The University of Leeds has been chosen by the UK government to lead the National Institute for Health and Care Research (NIHR) Research Delivery Network Coordinating Centre (RDNCC), and will be joined by 12 new Regional Research Delivery Networks (RRDNs), hosted by NHS organisations across the country to form the NIHR Research Delivery Network (RDN). The new NIHR RDN will operate as one unified organisation across England, balancing regional context, expertise and leadership with national coordination and strategy involving government policymakers. The RDNCC will work across England's health and care system, with staff in all settings, to support the effective and efficient initiation and delivery of research.

This role will be responsible for leading the delivery of the strategy, operational planning and setting the overall standards and direction for the Digital Engagement function. You will identify future issues or opportunities that may require the service to be adapted, ensuring this is done in a responsive and timely way and will ensure that skills and capabilities exist within the Digital Engagement function to meet current and future business needs.

You will work as a member of a high-performing senior team to lead the delivery of the organisation-wide shift in ways of working and culture that is required to ensure the network functions as a single organisation with a shared purpose and vision across England, as well as leading your own teams through the period of transformation and beyond.

The RDN is a multifaceted, diverse and ambitious organisation. Working with health and care organisations, staff and professional groups, you will have presence and will be able to demonstrate credible leadership and influence in a host of settings. You will be a proven leader

with a record of delivery and will have specialist expertise, knowledge and professional credibility in the area of service design, GDS requirements and supplier management.

This role requires some national travel.

## **DUTIES AND RESPONSIBILITIES**

### **Duties and responsibilities for all RDNCC Grade 9 roles**

Provide visible and dynamic leadership and management for the effective coordination and delivery of the defined function, meeting all contractual requirements and in line with organisational strategy, policies and priorities.

Full planning responsibility across the function to effectively deliver the strategy, setting overall standards and identifying future opportunities that may require the service to be adapted, and leading your function through service development and change.

As a member of the RDNCC senior team provide collective organisational stewardship and support the development of network-wide strategies and policies, and lead on associated national implementation programmes and transformational change initiatives.

Line management of staff members, which will include undertaking staff reviews to identify training and development needs, and establishing how those needs will be met, and managing performance against agreed objectives. You will ensure the same review processes take place for all staff with the defined function via appropriate line management arrangements and that skills and capabilities exist to meet current and future business needs.

Responsible for the effective management of a significant budget and associated resources to optimise service delivery and ensuring value for money.

Proactively develop a profile both internally and externally to the RDN and University of Leeds, initiating and leading groups in order to influence events and opinions that are critical to the achievement of strategic aims and objectives.

Make independent decisions and advise national RDN decision-making bodies, both of which will impact the achievement of RDN strategic goals and future direction. Identify optimal solutions to complex problems which require analysis of multiple and sometimes conflicting factors.

### **Duties and responsibilities specific to this role**

1. Lead and manage the digital engagement team and be accountable for the delivery of a reliable and user-centred suite of digital engagement services, including digital products Join Dementia Research (JDR) and Be Part of Research (BPOR), developed to meet the needs of citizens, researchers, health professionals and others.

2. Act as service owner for these digital products championing the services across the RDN, devolved nations and research landscape. Oversee the management of technical providers to ensure best value.
3. Manage relationships with senior external stakeholders, including within the DHSC, NHS England etc. and leaders of other registries across the country, to ensure RDN digital engagement activity supports and builds on other work, making best use of public funds.
4. Develop the RDN's vision for how digital channels can improve the journey for members of the public into research, and for researchers working with participants, with high attention to improving the experience of both participants and researchers.
5. Develop proposals for new services or products or new product functionality for digital engagement with a focus on constant improvement.
6. Procure, manage and provide oversight for projects delivered by external suppliers, partners and stakeholders to ensure timely delivery and value for money.
7. Be accountable for compliance of RDN digital engagement products with Government Digital Service and accessibility standards.
8. Develop and embed digital engagement as part of NIHR's approach to public engagement.
9. Evaluate the impact of our digital engagement products and approach on public engagement as a whole, including participant and researcher experience. Share learning across the NIHR and lead a programme of continuous improvement.
10. Work collaboratively with the Head of Public Partnerships to provide strategic direction and delivery to meet the aims and objectives of the Public Engagement directorate.

### **Other duties**

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.

## **KNOWLEDGE, SKILLS AND EXPERIENCE**

### **Essential requirements for all RDNCC grade 9 roles**

- Experience of managing a similar function or set of similar interdisciplinary services in a multifaceted organisation and actively optimising those services collaboratively in line with organisational need and customer feedback.
- Experience of managing a team at a senior level, conducting staff reviews, managing performance, identifying and addressing development needs across a function or

service area.

- Experience of managing a significant budget and associated resources in line with organisational policies and ensuring value for money.
- Experience of working as part of a senior leadership team to provide organisational stewardship, collectively ensuring all organisational services are complementary and the needs of all customers and staff are understood.
- The ability to support and drive forward transformation programmes in a positive and proactive way, and to motivate support and coach colleagues through substantial organisational and cultural change.
- The ability to work collaboratively, with evidence of successfully developing and maintaining effective working relationships with a wide range of internal and external partners and stakeholders.
- Negotiation, communication and interpersonal skills, with the ability to articulate priorities, and effectively to engage and influence others.

#### **Essential requirements specific to this role**

- Demonstrable understanding of the scope of digital channels to engage patients and the public, and an ability to translate this into delivery.
- Thorough knowledge of the role of the product owner in following Agile development methodologies to achieve results.
- Extensive experience in the management of technical providers and working collaboratively with partners in the delivery of large scale, complex programmes of digital work.

## **Additional information**

### **NIHR Research Delivery Network**

The National Institute for Health and Care Research (NIHR) is funded by the Department of Health and Social Care (DHSC). NIHR works in partnership with the NHS, universities, local government, other research funders, patients and the public. The NIHR funds, enables and delivers world-leading health and social care research that improves people's health and wellbeing and promotes economic growth. NIHR is a major funder of applied health research in low and middle-income countries. Further information on the NIHR can be found at [www.nihr.ac.uk](http://www.nihr.ac.uk).

As part of NIHR, the Research Delivery Network (RDN) supports the effective and efficient initiation and delivery of funded research across the health and care system in England for the benefit of patients, the health and care system and the economy. The scope and purpose of RDN is to support:

- Clinical trials and other well-designed health and social care research studies (including studies that are delivered outside of an NHS setting);
- Public health studies that require the recruitment of individuals within an NHS setting (that is, acute, ambulance, mental health, community or primary care) or an episode of care which involves contact with the NHS.

The whole of England will be supported through 12 NIHR Regional Research Delivery Networks (RRDNs). The RRDNs will work with the national Research Delivery Network Coordinating Centre (RDNCC) to provide a joint RDN leadership function so that the NIHR RDN as a whole functions as a single organisation with a shared vision and purpose across England.

The University of Leeds is the provider of the RDNCC, working with and on behalf of DHSC. The University will be the employer for this role.

### **University of Leeds**

#### **Inclusion**

At the University of Leeds, we are committed to providing a culture of inclusion, respect and equity of opportunity that attracts, supports, and retains the best students and staff from all backgrounds. Whatever role we recruit for we are always striving to increase the diversity of our community, which each individual helps enrich and cultivate.

#### **Information for disabled candidates**

Information for disabled candidates, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at [hr@leeds.ac.uk](mailto:hr@leeds.ac.uk)

## **Criminal record information**

### **Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975**

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.

Any offer of appointment will be in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

## **Working at the University of Leeds**

To find out more about the benefits of working at the University and what it is like to live and work in the Leeds area visit our [Working at Leeds](#) information page.