

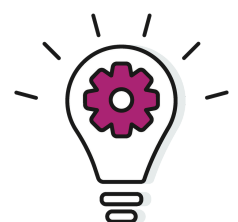
Communications Manager Programme

Step up with confidence as a new or aspiring communications leader



What's inside

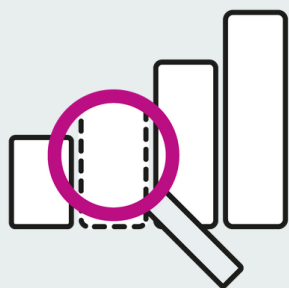
What is the programme?
How does it work?
How to book your place



What is the Communications Manager Programme?

You've just stepped into your first NHS communications management role, and suddenly you're in the deep end. One minute you need to write a comms strategy, the next you're asked to advise on your organisation's approach to AI, present at a board meeting, or handle crisis comms with only a moment's notice. Everyone is looking to you for guidance, and while you know comms, you're now expected to lead.

This is the reality for many NHS communications professionals. The expectations are high: Advise senior teams, build public trust, respond to sector-wide change, and demonstrate value for money – all while keeping up with a constantly evolving landscape.



When we surveyed comms colleagues:

89% said there is a **lack of tailored support** to help NHS communicators develop as leaders.

62% said they had never **received any formal leadership or management training**.

We created this programme to bridge that gap, and give new communications managers a strong start. This programme covers everything you need to know, but might have been too shy to ask, tackling the real-world challenges that come with stepping into leadership for the first time.

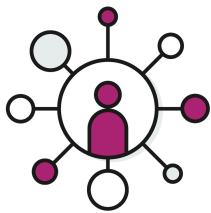


How does it work?

- Specifically for **new and aspiring communications managers** working in the NHS.
- You'll take part in **six interactive, three-hour online workshops**, delivered by experienced facilitators.
- Unlike general leadership training, **this programme is tailored specifically for communications professionals**, so we'll be focusing on the real issues you face every day.
- **Connect with fellow comms professionals** facing similar challenges, and continue learning from each other long after the programme ends.

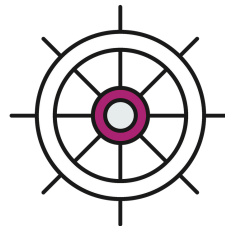


What you'll learn



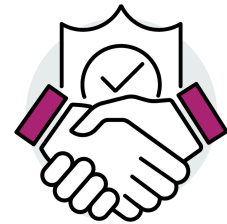
Lead with confidence –

Explore your leadership style, understand how to get the best out of yourself and your team, and build confidence as a manager.



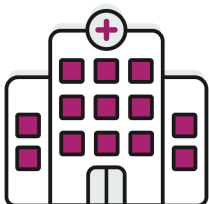
Influence and impact –

Learn how to strengthen your influencing skills, build your personal brand, and communicate with credibility.



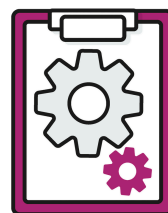
Work effectively with senior leaders –

Gain practical tools to build strong relationships with executive teams and other key stakeholders, so you feel confident the next time you have to present to your board.



Navigate NHS systems and culture –

Develop a better understanding of the role of your comms team within the complex NHS environment.



Strategy and planning –

Learn to create a communications strategy and plan to make the most of limited resources to maximise impact.



Demonstrate value –

Understand how to evaluate your work and use the right metrics to show the difference your communication team makes.

Six modules

1 You as a communications professional in today's NHS

We'll look at how your personality shapes your leadership style, identify challenges and opportunities as comms professionals, and reflect on how to grow within your role.

2 Stepping up into leadership

Explore practical leadership models, learn how to manage upwards, and understand what makes an effective team, starting with your role in it.

3 Understanding stakeholder engagement

Great leadership isn't just about hard work, it's about building strong relationships. We'll discuss who your key stakeholders are and how to effectively engage with them.

4 Getting inside reputation management

Learn how reputation is shaped, the vital role comms plays in protecting it, and how to respond effectively, in day-to-day work or times of crisis.

5 Exploring the power of influencing skills and personal impact

Discover how to influence with confidence, strengthen your personal impact, and use these skills to lead change and build credibility in your role.

6 Demystifying comms strategy and planning

Break down the difference between strategy and planning, and learn how to create impactful comms with limited resources. We'll also explore how to use evaluation and metrics to demonstrate the value of your work.



Benefits to your team and organisation

This programme has been designed not just to support individuals, but to strengthen communications capacity across the NHS.

By investing in your team, you're equipping them with the skills and confidence to lead effectively. Unlike generic leadership programmes, this training is grounded in the real-world challenges NHS communications teams face. Participants will explore practical, relevant scenarios that reflect the demands of working in the NHS, meaning less time spent learning on the job and more time making an impact.

In just **18 hours of online learning**, this programme covers the core skills your team needs to step into leadership, without the need for lengthy time out of the office or formal academic study. We know budgets are tight, that's why this is a low-cost, high-value option.

It's a smart way to invest in team members who are keen to grow, take on more responsibility, and step up with confidence, so they can work effectively with senior leaders and start to think and lead more strategically.

How to book your place

Cost

If you work at an NHS Elect member organisation:

The programme will cost two membership tokens (subject to approval from your account lead) or a discounted rate of £600 per person.

If you work at a non-member organisation:

The full price for this course is £800 per person.

Got a question?

If you have any questions about this programme, please drop us an email at: admin@elect.nhs.uk



Ready to join us?

Visit our website to book your place on our next September 2025 cohort:

www.nhselect.nhs.uk/communications-manager