

FOI Request 1985
Redditch & Bromsgrove CCG

Does your organisation directly employ communications / public relations professional/s?

Community Engagement and Social Marketing Manager employed directly
Communication and Media Management bought in

If you directly employ communications/public relations professionals to provide communications/public relations activities for your organisation please state:

- the number of communications / public relations professionals you employ and their levels of seniority – **one (as above) at AfC Band 6**
- if they are member/s of your senior management team - **No**
- if they are responsible for other areas of your organisation's work, and what they are **not responsible for other areas of work**

If you 'buy in' any elements of your communications / public relations service, please state:

- if it is provided by a CSU - **No**
- if not by a CSU, what type/s of organisation/s provide you with this service – **another CCG provides Communication and Media Management services as part of a shared management arrangement**
- if representative/s of this bought in service is/are member/s of your senior management team, attending its meetings etc – **CCG Communications Manager attends CCG Management Team on a monthly basis**
- if you have a named individual assigned to your organisation, and whether this person is supported by a wider team or not – **service delivered by a team**
- the specific elements / service lines that make up the service provided to you (eg, strategic communications, media relations, social media etc) – **Service Specification attached**
- if you have chosen to carry out any communications / public relations activities in house, rather than buying in these services from your provider, and what they are **Community Engagement and Social Marketing function delivered in-house**
- the seniority of the person within your organisation responsible for overseeing communications / public relations, and if they are a communications / public relations professional – **Director – not a communications / public relations professional**
- if your most senior employee with responsibility for this area of work is not a communication / public relations specialist, what their main area of work experience is (eg, organisational development, contracting, performance, quality etc) – **Corporate Affairs, with responsibility across a wide portfolio including stakeholder engagement and organisational development**