

Compare roles in health

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• **Communications and corporate affairs** ^[1]

As a communications and corporate affairs manager, you'll manage the reputation of your NHS organisation by communicating with a variety of people including the media, MPs and the general public.

Training and qualifications required

You can enter a role in communications and corporate affairs management with a variety of qualifications and experience, and at different levels. Although not compulsory, there are a range of qualifications available in communications and public relations. These include diplomas, degrees and masters in public relations or communications. Qualifications are offered by organisations including CAM Foundation, Chartered Institute of Marketing and the Chartered Institute of Public Relations.

Expected working hours and salary range

Most jobs in the NHS are covered by the Agenda for Change (AfC) pay scales. This pay system covers all staff except doctors, dentists and the most senior managers. In communications and corporate affairs management, you'd typically start at Agenda for Change Band 6 or 7, with the most senior roles rising to Band 9 for example. Staff in the NHS will usually work a standard 37.5 hours per week. They may work a shift pattern. Terms and conditions of service can vary for employers outside the NHS.

Desirable skills and values

To work in communications and corporate affairs management, you'll typically need resilience and common sense, ability to work equally well both on your own and within a team; ability to write, speak and brief others clearly; ability to assess and select appropriate communications routes for different messages and audiences; ability to remain calm under pressure; ability to recognise sensitive situations and act appropriately; negotiating and influencing skills; ability to work well with others at all levels both within and outside your organisation; ability to gain the trust and respect of senior colleagues; ability to provide creative input to projects (such as exhibitions or design/print projects) and the ability to think strategically.

Prospects

With further training and/or experience, you may be able to develop your career further and apply for more senior managerial roles. Progression for those with ability is typically via operational management in a large healthcare provider. Relocation for promotion is common. More diverse routes are now opening up, for example, jointly-funded posts between health and social services.

Related roles

- [Human resources \(HR\) manager](#) [2]
- [Communications/public relations staff](#) [3]
- [Knowledge and library services](#) [4]
- [Experienced paramedic](#) [5]

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Links

[1] <https://www.healthcareers.nhs.uk/explore-roles/management/roles-management/general-management/communications-and-corporate-affairs> [2] <https://www.healthcareers.nhs.uk/explore-roles/management/roles-management/human-resources-hr-manager> [3] <https://www.healthcareers.nhs.uk/explore-roles/wider-healthcare-team/roles-wider-healthcare-team/corporate-services/communicationspublic-relations-staff> [4] <https://www.healthcareers.nhs.uk/explore-roles/health-informatics/roles-health-informatics/knowledge-and-library-services> [5] <https://www.healthcareers.nhs.uk/explore-roles/ambulance-service-team/roles-ambulance-service/experienced-paramedic>