

# Communications & Engagement: Policy, Strategy & Management



Policy, Strategy  
& Management

From managing reputation, to engaging with the right audiences in the right way, to getting the best from digital marketing, we know the value great communications bring to organisations. Our experienced team of experts tailor solutions to make sure you are well known for all the right reasons.



## We offer:

**Strategy:** we develop and manage your communication and engagement strategies and deliver integrated marketing, communications and engagement services. We can act as strategic advisors on a long term or ad hoc basis.

**Public Relations:** we offer a PR service to help you develop good media relations, benefit from positive coverage and deal with contentious issues. We deliver media services, media training, crisis planning and management, press release development and distribution, and newsletter development.

**Marketing:** we know marketing needs to be targeted and relevant to be successful and we develop campaigns from initial research to identifying the best tools to use and executing a campaign – complete with evaluation at the end of it.

**Design:** we offer design services including developing your brand, literature, stationery, and various promotional material that will all reflect an organisation and its values.

**Digital:** from websites to social media we can advise, develop and manage your digital communications to ensure you get the best from these channels.

**Publications:** we offer a full service, from writing and editing publications to design, print and distribution for publications of all shapes and sizes.

**Stakeholder relations:** engaging with the right partners, policy makers and influencers in the right way and at the right time is vital and we can help develop and manage those key relationships.



Partners in improving local health

**NHS**

North of England  
Commissioning Support

## Benefits to you

We deliver a full communications service, acting as your organisation's very own integrated agency, understanding your specific needs. You get the benefit of a multi-skilled, experienced team that can deliver a range of communications from marketing strategies to one off publications. We work on projects of all sizes, from ad hoc activities to longer term campaigns.

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We've been delighted with the professional expertise and support from NECS in developing and delivering such an excellent, targeted campaign for us.



**Nicola Bailey**  
**Chief Operating Officer**  
**NHS North Durham CCG**  
**and DDES CCG**

## How we've helped

We delivered a major marketing campaign for all health organisations across the whole of the north east to help ease winter pressures. We undertook research into behaviours, engaged with patient forums and delivered advertising, printed materials, a website and social media channels. Our customers benefited from our ability to produce a campaign on a wide scale but also localise materials for them.

The campaign was cost effective in terms of the awareness generated, with a high recall of the campaign – 90% of people said they understood the key messages.

## You may also be interested in:

Consultation  
Patient and Public Engagement

## Get in touch

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