

# Assistant Director (Engagement and Communication)

**Adrian Osborne**

Engagement and Communication Team Powys



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I am the health board's lead for engagement and communication, which includes our press and public relations, website, intranet, social media, strategic and corporate communications, graphic design, campaigns, internal communications, service change engagement, stakeholder relations and other key aspects of strategy and delivery.

I love that every day is different and working in the NHS really gives me an opportunity to make a positive difference daily. And whilst this is not a direct patient-facing role, we are able to see the impact that we have on our communities and colleagues by delivering news and information through our channels, to help people make the right choices, build confidence in the NHS and make Powys a great place to work.

I've been a part of the NHS for around 30 years and my journey to my role today, has not been straightforward, but it shows that there are lots of different routes into the NHS...

I started as a volunteer working in HIV/AIDS prevention in the early 90s before taking on paid work in sexual health promotion. Through this, I trained in public health and health promotion, which took me into a new role leading on patient and public participation. Following this, my career has developed through a range of roles in programme management, corporate affairs, governance, communications, public engagement and marketing, before joining Powys Teaching Health Board around eight years ago. There really is a wide range of backgrounds and qualifications which may bring you into a career in engagement and communication - my first degree in engineering for example, is perhaps not the most traditional of routes.



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