

Job Description

Post title: Communications and Engagement Lead

Reporting to: Head of Communications and Engagement

Salary: £48,309 - £55,065 inc HCAS

Location: 30 Euston Square, London, NW1 2FB

Hours: 37.5 hours per week (with opportunity for flexible working)

Start date: As soon as possible

Contract: A fixed term period of 18 months.

Organisation profile

Imperial College Health Partners (ICHP) is a not-for-profit partnership organisation bringing together NHS providers of healthcare services, clinical commissioning groups and leading universities across North West London. We are also the designated Academic Health Science Network (AHSN) for North West London. We are funded through local member contributions, national NHS and government income and also commercial income to ensure sustainability.

To support our work we have strong relationships with a number of strategic partners locally, nationally and internationally – increasingly we are a global brand. We also work closely with local government and social care, technology and pharmaceutical industries, opinion leaders, research bodies and of course patients and the public – who as the ultimate beneficiaries of our work drive everything we do.

In a world where the health and care sector has an ambition to improve outcomes for its population, but is facing increasing pressure from rising demand, reduced funding, technological and structural change, it can feel unprepared for the future as it fights fires today. Our members and clients need a partner to help understand and manage complex change.

At ICHP, we are uniquely placed to provide this support because of:

- Our approach to innovation – finding new ways to deliver change and solve problems
- Our smart use of data and insight – creating actionable insight to drive and underpin change
- Our connections and collaborative ethos – our unique position in the market to navigate and facilitate change.
- Our people and culture – diverse, committed, outcome focused experts to drive and deliver change

We have the necessary tools, expertise and capabilities required to support and manage complex change for our members and clients, unlocking the potential of innovation and transforming their ability to deliver a healthier population. Our organisation has grown significantly over the past three years with a clear mission to improve healthcare through innovation and collaboration. We are value driven and focus on quality, impact, collaboration and courage in working with our members, industry and policy both in the UK and beyond

For more information please visit www.imperialcollegehealthpartners.com

Job Summary

Working with the Head of Communications and Engagement, the role of Communications and Engagement Lead will be key in shaping, implementing and maintaining an effective strategy of communications and engagement with partners, stakeholders, industry and patients and the public.

The role will also provide expertise in the management of events, brand management and design as well as digital communications including social media.

Key responsibilities

- Work with the Head of Communications and Engagement and senior management team to develop a communications and engagement strategy and annual work plans designed to achieve maximum impact for ICHP and its work.
- To provide communications and engagement advice and support to members of ICHP's core team and various project boards to ensure that they promote ICHP's objectives and actions effectively to a broad and diverse range of audiences.
- Work with the Head of Communications and Engagement to develop active and engaging networks across the sector (physical and virtual) to support the delivery of ICHP's work and ensure widespread awareness and ownership of the Partnership's projects.
- Work with the Head of Communications and Engagement and senior management team to ensure that ICHP initiatives and work programmes are communicated to achieve maximum impact - identifying opportunities to work in partnership with external stakeholders in the production of joint reports and campaigns where appropriate.
- Advise on and support with the implementation of effective patient engagement activity to support specific projects/programmes, including monitoring and evaluation of the effectiveness of this activity.
- Take the lead role on organising and managing key events including content generation, delegate research and management, preparation of materials and event logistics.
- Manage ICHP's online and digital platforms, optimising these and social media channels to promote the Partnership's work and ensure open communications and

networking opportunities.

- To continue to develop ICHP's brand and act as a guardian to this brand, advising others on how to leverage this brand and utilise opportunity to maximise reputation.
- Take responsibility for corporate literature including promotional and marketing material, event collateral, corporate briefings and ICHP's annual report.
- To work closely with allied organisations in the sector (AHSC, CLAHRC, HE NWL) to establish a clear and common narrative describing the overall endeavour to translate research into practice.
- To support with the management of the budget allocated for communications and engagement activity, ensuring allocations are not exceeded and procurement policies are adhered to.
- To deputise for the Head of Communications and Engagement when required.

Person specification: Communications and Engagement Lead



FACTORS	ESSENTIAL	DESIRABLE
Education/ Qualifications	<ul style="list-style-type: none"> • Degree or equivalent in relevant experience. • Evidence of further professional development 	<ul style="list-style-type: none"> • Degree in related field.
Previous Experience	<ul style="list-style-type: none"> • Extensive experience, expertise and understanding of communications and engagement in a health setting. • Experience of commissioning/managing work contracted out to other suppliers; for example, creative agencies, web developers, communications advisers. • Knowledge of digital and social media and how to use this to support communications and engagement activity. • Ability to recognise interesting and relevant material and synthesise it in a clear, concise and accurate way. • Proven editing and writing skills, including experience of working with copy-editors, writers and designers. • Working with or leading events such as conferences, workshops and seminars. • Aware of current issues and challenges facing healthcare delivery. • Experience working with Senior Management. 	
Skills, Knowledge, Abilities	<ul style="list-style-type: none"> • Strong communication skills: able to relate highly complex, sensitive or contentious information in order to persuade and gain agreement. • Ability to identify communications and engagement requirements to support business needs. 	

FACTORS	ESSENTIAL	DESIRABLE
	<ul style="list-style-type: none"> • Strong written communication skills • Ability to rapidly to build credibility with a broad range of stakeholders and earn their trust and confidence. • Strong interpersonal skills with ability to relate to and work with diverse multi organisational and multi-disciplinary teams. • Be confident working independently, while also able to draw on wider support. • Be a proactive self-starter, who is also well-organised. • Strong presentational and writing skills. 	
Aptitudes, Personal Characteristics	<ul style="list-style-type: none"> • Problem solving and can-do attitude • Commitment to continual improvement • Sound political judgement • Ability to prioritise competing demands and reconcile conflicting views. • Ability to meet deadlines • Well presented 	

