# Vacancy:

# Communications Director – Impact on Urban Health

# Overview

This role is responsible for the overall strategic direction and success of our communications for Impact on Urban Health.

The post holder is responsible for the communications strategy and for delivery of high-quality strategic communications to achieve our aims as Impact on Urban health and across our programmatic areas. The post holder will need to develop a deep understanding of our urban health programmes and build and develop communications strategies to support their impact. It is a broad role that includes strategy, oversight and delivery across all of our channels to a wide range of audiences.

They will lead the work in establishing Impact on Urban Health at the forefront of shaping cities to improve health.

The Director will own our brand positioning, working closely with our Brand Manager and Content Lead to deliver.

Impact on Urban Health focuses on improving health in inner-city areas. They address health inequalities by focusing on complex health issues that disproportionately impact people living in cities, childhood obesity, multiple long- term conditions, the health effects of air pollution, and children’s mental health.

# About Us

At Guy’s & St Thomas’ Foundation, our mission is clear – to build the foundations of a healthier society.

As part of our team, you will work alongside talented people from a mix of personal and professional backgrounds. We are a Living Wage employer and support flexible working, part-time roles, and job shares. Though our ambitions are serious, this is a friendly place to work with lots of opportunities to meet and socialise with colleagues. We believe there is immense power in diversity and aim to recruit and nurture talent who think and act differently.

There is more information about [working with us](https://gsttfoundation.org.uk/about-us/working-here/) on our website, where you can read about:

* how we approach recruitment
* our team, culture, and values
* the benefits of working with us
* and our approach to diversity, equity & inclusion, health & wellbeing, and learning & development

# Job description

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| The opportunity |
| **Job title:** | Communications Director - Impact on Urban Health |
| **Salary:** | £80,000 |
| **Contract type:** | 12-month contract |
| **Closing date:** | 30th January 2023 |
| **Interview dates:** | * 1st Round Interviews take place w/c 6th February
* 2nd Round Interviews (if applicable) take place w/c 13th February
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| **Reporting to:** | Executive Director of Communications and Engagement |
| **The team:** | Direct reports: * 5 x Communications Managers

Key relationships:* Brand and Content Manager
* Programme Directors
* Policy and Influence Director
* Digital Director
* Communications Director – Charities and Foundation
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| **Key****responsibilities:** | **Strategic Oversight*** Oversight of in-depth, insight driven communications around urban health to engage and influence local, national and international audiences in our urban health work
* Working in partnership with our Policy & Influencing Director, develop strategies to deliver communications outputs that will engage, inform and influence decision-makers at a national level
* Oversight of our brand, marketing and content production
* Play a key role in the Impact on Urban Health Leadership Team working alongside our Programme Directors, Evaluation Director and others to ensure Impact on Urban health meets its aims

**Team leadership** * Lead the Impact on Urban Health Communications Team, driving momentum, inspiring creativity and delivering high quality communications
* Promoting a culture of learning, striving for continuous improvement of our approaches and outputs
* Support the learning and development of the team through ongoing coaching and facilitation of professional development
* Champion and ensure DEI principles are embedded in all our communications, contributing to Impact on Urban Health being a sector leader

**Strategy and influence*** Work as part of the Communications and Engagement leadership team to deliver our organisational strategy
* Lead the team to establish Impact on Urban Health as a credible, impactful organisation with an international reputation
* Working in partnership with our Policy & Influence Director, develop strategies to deliver communications outputs that will engage, inform and influence decision-makers at a national level
* Lead the team to deliver in-depth, insight driven communications around urban health to engage and influence local, national and international audiences
* Showcase the expertise of the team through profiling of individuals including thought leadership, speaker opportunities and media interviews
* Providing communications consultancy and support to senior internal stakeholders

**Programmes*** Working in partnership with Programme Directors, develop communications strategies for each programme, identifying medium and long-term milestones to shape priorities and goals
* Support and guide the Communications Managers to work across our programmes and with partners to generate insight driven work for a range of audiences
* Lead the Communications Managers to develop and deliver integrated communications plans for programmes and projects, that are audience led and use a range of communications approaches and channels to amplify our work
* Working alongside colleagues to build an understanding of target audiences in order to shape strategies
* Work in partnership with brand and content colleagues to develop the Impact on Urban Health brand and commission and produce high impact communications content

**Administration and reporting*** Manage the team budget and business plan
* Produce performance and progress reports to support internal monitoring and planning plus updates for our Board of Trustees
* HR responsibilities associated with line management
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# Person specification

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| What we’re looking for |
| **Skills and experience:****Knowledge and qualifications:****Abilities and attributes:** | * Significant communications experience at a senior level and across disciplines
* Strong track-record of overseeing communications that drive engagement and influence
* Established and confident leader who can create momentum, inspire creativity and deliver high quality communications
* High comfort level with matrix working
* Health and health policy knowledge desirable
* Passion for and experience of integrating diversity, equity and inclusion in communications
* Highly strategic perspective
* Excellent spoken and written communications skills
* Natural networker and skilled influencer
* Passion for health and healthcare
* Collaborative working style
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# How to apply

Thanks for your interest in working with us.

We’re working hard to ensure we recruit great people and minimise unconscious bias in our selection process. To support this, we use the Applied platform, which anonymises applicants. To apply for the role, please go to:

<https://app.beapplied.com/apply/pkkoklrvqr>

 To find out more about the role, please contact jobs@gsttcharity.org.uk