



# JOB DESCRIPTION

**POST TITLE:**                **Communications Officer**

**RESPONSIBLE TO:**    **Head of Policy and External Affairs**

**TERM:**                        **Permanent**

**BAND:**                        **£31,000-£37,500**

## Job summary

This post is an exciting opportunity to join the staff team of the Council of Deans of Health, the representative body for the UK's university faculties engaged in education and research for nursing, midwifery and the allied health professions.

The post-holder will join the Council's team to deliver our communications and engagement activity, including our Race Equity Month, Innovation Month and Research Month campaigns alongside general proactive and reactive communications. The role will involve engaging with members and external stakeholders across the health and higher education sector, the delivery of communications projects, and developing resources to support effective member and stakeholder engagement.

We are looking for someone with a strong record in communications, and engagement, who has an interest in communicating messages and delivering high-quality, engaging content based on policy. You will be fast-working, creative, focused, with an eye for detail and enjoy working with a wide range of people.

The Council operates a hybrid working model with staff attending the office in central London (near Euston station) normally twice a week. Attendance at some external Council events, including our residential conferences, may be required.

**Application deadline: Monday 12 August 2024**

## Main responsibilities

1. Leading the Council's communications; planning and delivering communications, writing and creating content for internal and external audiences
  - a. Preparing our weekly member bulletin
  - b. Running our social media platforms (including LinkedIn and X)
  - c. Supporting the ongoing project to redevelop our brand and website
  - d. Updating, and leading the running of, the Council's website, drafting copy, ensuring it is relevant and up to date
  - e. Developing written content including blogs
  - f. Developing video and audio content including podcasts
  - g. Designing and producing publications
  - h. Be a point of contact for media enquiries and working with the wider organisation to ensure a quick response.
  - i. Maintaining our database of contacts for comms work
  - j. Work with the policy team to write news and press releases, when required.
  - k. Analysing and evaluating the effectiveness of communications and developing reporting to provide insights and recommendations to senior management and the Board.
  - l. Ensuring that digital content aligns with the Council's brand identity and message.
2. Developing and implementing communications plans including:
  - a. Running communications and supporting activities for the Student Leadership Programme.
  - b. Working with the wider team to develop communications outputs for other externally funded projects.
3. Supporting the Council's policy campaigns, themed "months", and the promotion of events, including:
  - a. Managing and producing content for Race Equity Month, Innovation Month and Research Month, and any additional campaigns that the organisation is considering
  - b. Planning communications to promote in person and online events
  - c. Managing social media at live events.
  - d. Developing a working knowledge of Council policy positions
4. Supporting specific projects, including activity linked to our parliamentary and public affairs work.
5. Undertake any other such duties or general tasks and hours of work as may reasonably be required.

This job description will be reviewed and amended in the light of changing professional demands.

A job description is not a rigid or inflexible document but acts to provide guidelines to the duties expected while in post.

## About the Council of Deans of Health

The Council of Deans of Health represents the UK's university faculties engaged in education and/or research for nursing, midwifery and the allied health professions. At any one time our over 100 members will be educating around 200,000 current and future health professionals and will carry out research that improves the population's health and wellbeing. Our members are based in England, Northern Ireland, Scotland and Wales, the Channel Islands and Gibraltar. We operate as a charity, registered across the UK.

Operating as a multi-professional organisation at the heart of policy and political debate, we aim to lead policy at national and UK level, promoting the essential contribution of our members to health and social care. We are committed to working in partnership, strengthening membership engagement and intelligence gathering to influence policy UK-wide for high quality education and research.

## Person specification

CRITERIA*	QUALIFICATIONS AND TRAINING	ASSESSED**
<i>E</i>	A good degree or equivalent (2.1 and above)	<i>A</i>
<i>D</i>	Relevant qualification in media, PR or communications	
	<b>WORK BACKGROUND AND EXPERIENCE</b>	
<i>E</i>	Experience in developing and implementing effective communications activities for a range of stakeholders	<i>A/I</i>
<i>E</i>	Experience in writing content for newsletters, websites, print publications, and on socials	
<i>E</i>	Experience of running professional social platforms	
<i>E</i>	Experience in handling media enquiries and writing press releases	
<i>D</i>	Experience of supporting the promotion of policy work	
<i>D</i>	Experience in supporting the communications aspect of project delivery	
<i>D</i>	Experience of working in a membership organisation	
	<b>SKILLS AND APTITUDES REQUIRED</b>	
<i>E</i>	Excellent communications skills, both oral and written	<i>A/I/T</i>
<i>E</i>	Able to target content to relevant and various audiences on different platforms, ensuring voice, branding, messaging and frequency is consistent	
<i>E</i>	Excellent interpersonal skills. Able to develop effective working relationships with a wide range of people.	
<i>E</i>	High level of written English, excellent attention to detail, and able to develop accurate, well-structured documents.	
<i>E</i>	Able to take the initiative and deliver objectives independently as well as part of a team.	
<i>E</i>	Self-motivated, focused, and able to prioritise a demanding and varied workload with multiple deadlines	
<i>E</i>	Computer literate (main Office applications, Canva, Mailchimp, Wordpress)	
	<b>SPECIALIST KNOWLEDGE REQUIRED</b>	
<i>D</i>	Knowledge of the healthcare higher education sector	<i>A/I/T</i>
<i>D</i>	Understanding of relevant media outlets in the sector	
	<b>PERSONAL QUALITIES</b>	
<i>E</i>	Able to travel periodically to member institutions and Council meetings / conferences (which may require occasional overnight stay)	<i>A</i>
<i>E</i>	Professional manner and interest in engaging with a wide range of people	<i>I</i>

\* E = essential, D = desirable

\*\* A = application form, I = interview, T = test