

COMMUNICATIONS MANAGER

JOB DESCRIPTION

Title:	Communications Manager
Job Base:	London SE1 (offices may move to another central London location)
Hours of Work:	40 hours per week
Reports To:	Director of Corporate Services
Salary:	£40,000

Job Summary

This is a unique opportunity for an exceptional Communications Manager to take a key role in our rapidly growing organisation, be part of a global disease elimination programme, and work with us to shape healthcare in the UK.

As Communications Manager, you will lead all aspects of our communications and marketing activity. Central to this will be developing and implementing a new organisational Communications Strategy which will increase our profile as an organisation, maximise our impact, and raise awareness of hepatitis C in the UK and the work we do to address it.

Working closely with the CEO and Directors, and as part of the Senior Management Team, you will create a compelling, coherent and consistent narrative that joins up all our communication channels and enhances our position as a leader in inclusion health and user-led health services.

To do this, you will work with staff across the organisation, the communities we represent, and external partners in Government, the NHS, the wider VCS and the private sector.

About The Hepatitis C Trust

We provide advocacy, health services, and individual support, working with prisons and health systems across the UK to increase awareness, diagnosis, treatment and care for people affected by hepatitis C. We are led and run by people with direct experience of hepatitis C, and we are leading advocates for user-led services. We are a key part of the UK hepatitis C elimination programme.

The Hepatitis C Trust is committed to equality, diversity, inclusion and the wellbeing of our staff. We are a signatory of the Race at Work Charter, a Living Wage employer, and we are happy to discuss flexible working.



KEY RESPONSIBILITIES

1. COMMUNICATIONS STRATEGY

- Lead on developing and implementing a communications strategy for The Hepatitis C Trust, which maximises our profile, reach and impact and supports us to achieve our organisational priorities.
- Ensure that marketing, press and digital strategies flow from and support this overarching communications strategy and ensure that they are coordinated to drive maximise reach, engagement and impact.
- Deliver communications plans across the entire spectrum of communication disciplines including website, media and public relations, celebrity management, internal communications, brand marketing, email campaigns, advertising, marketing, digital and social media.
- Identify topical campaign themes across each year with clearly identified priorities and areas of focus, with strong input from our Policy team, Senior Management, and our front line teams.
- Identify opportunities to promote our work and its impact, and to promote the role of people with lived experience in designing and delivering health services
- To be the key point of contact for all communications for HCT
- Prepare and monitor annual communications budget and ensure key communication milestones are achieved on time and within budget.

2. CREATIVE AND MARKETING

- Create a compelling story and narrative thread that runs through all our external communications activities and positions HCT as a credible thought leader
- Create a consistent voice and brand personality to run through all our communications
- Write copy including blogs to support our overall narrative, specific campaigns and to support the CEO in writing speeches, blogs and articles as required
- In collaboration with the CEO, Directors and Policy team, lead on the development of a bank of key messages to communicate and promote what we do, and ensure this is used by our teams
- Work with our Policy team to develop position statements to provide a consistent voice on key policy and campaign areas
- In collaboration with the CEO and SMT, lead on communicating our mission, vision and values, refreshing and updating these as needed.
- Ensure that our messaging reflects the full diversity of people affected by hepatitis C, and resonates with all of different audiences

3. CAMPAIGNS

- To work with HCT team to plan, implement, manage and evaluate campaigns which support our communications strategy and organisational objectives
- Build alliances and partnerships to support HCT campaigns
- To work with HCT's Peer Volunteers and service users to facilitate patient input in order to ensure that the viewpoints and experiences of patients inform HCT's media campaigning and policy platform.
- To ensure all campaigns are compliant with GDPR law

4. RESOURCES

- Work with HCT staff teams and with people directly affected by hepatitis C, to co-design any printed and online materials required which are attractive and accessible to our audiences
- To ensure that there is a rolling programme of marketing and communications to promote existing resources in a creative way that keeps them at the forefront of Members' minds.
- Take the lead on reviewing and updating content and design on HCT website,

5. MARKETING AND DIGITAL

- Ensure there is a strategic approach to marketing and digital which flows from and supports the overarching communications strategy.
- Ensure HCT's online presence remains up to date, and offers an accessible and relevant source of information and advice to people affected by hepatitis C, and the professionals who work with them
- Oversee HCT's website, including managing its redevelopment, ensuring content remains updated, and identifying and managing strategies to increase our reach online
- Work with our Policy and social media leads to ensure a strategic approach to external marketing communications, ensuring a lively online presence and that our marketing and messages are consistent across all our digital platforms and that our website is optimised to meet our organisational priorities.
- To work internal colleagues and external contractors to review and update our brand guidelines to support our positioning.

6. PRESS AND MEDIA

- Ensure there is a strategic approach to press and media which flows from and supports the overarching communications strategy.

- Ensure HCT and our priority areas maintain a regular, positive media presence
- Provide press and media support, briefings and provide / arrange media training to staff as required
- Work with our community to ensure HCT has a range of people engaged and able to act as media case studies
- Build and maintain relationships with key publications, including mainstream media and health, criminal justice and drug service sector publications
- Develop a strong network of spokespeople for the charity (including patients, staff members, Trustees and clinicians) and deliver or commission appropriate media training.
- Be a spokesperson as required

7. EVALUATION

- Ensure communications data are consistently collected and reported
- Produce reports and evaluations on day to day media activity as well as specific campaign work
- Participate in the maintaining of organisational information on key external agencies, including contributing to the updating and maintenance of HCT's agency database.

8. PERSONAL/PROFESSIONAL DEVELOPMENT AND TRAINING

- Attend and prepare for regular line management meetings.
- Participate in annual appraisals in accordance with HCT policy.
- Continue to develop information and communication technology (ICT) skills.

9. FURTHER INFORMATION

The post holder must at all times carry out duties and responsibilities with due regard to HCT's equal opportunities policies and procedures.

The post holder must ensure that personal information for patients, members of staff and all other individuals is accurate, up-to-date, kept secure and confidential at all times in compliance with the Data Protection Act 2018, GDPR and the common law duty of confidentiality.

The post holder is expected to take responsibility for self-development on a continuous basis, undertaking on-the-job and other training as required.

The post holder is required to familiarise themselves with and comply with HCT's policies and procedures.

The post holder must be aware of individual responsibilities under the Health and Safety at Work Act and identify and report as necessary any untoward accident, incident potentially hazardous environment.

This job description is intended as a guide to the main responsibilities of the post and not as an exhaustive list of duties and tasks. The post holder may be required to undertake other duties appropriate to their grade that are not listed above.

**PERSON SPECIFICATION
COMMUNICATIONS MANAGER**

Criteria may be **Essential (E)** or **Desirable (D)** for the role.
These will be assessed via the candidate's **application (A), Interview (I), and/or Test (T)**

	Essential / Desirable	Assessed via
EDUCATION & QUALIFICATIONS		
Educated to degree level, or equivalent senior level communications experience	E	A
SKILLS & ABILITIES		
A proactive self-starter who can work as part of a busy team, focused on delivering collective objectives and able to work with minimal supervision.	E	A, I
Excellent written and verbal communication skills including the ability to work collaboratively with senior leaders internally and in external organisations	E	A, I, T
Well-developed project management skills, including; creating schedules and delivering projects on time, in budget whilst achieving set goals	E	A, I, T
Excellent IT skills	E	A
EXPERIENCE		
Track record of working with internal and external stakeholders to develop communication strategies to meet multiple objectives	E	A, I, T
Experience of translate a broad range of aims and objectives into an effective, measurable communications programme that is aligned to the overall strategy	E	A, I, T
Experience of co-designing content, communications materials and campaigns with service users and/or target populations	E	A, I, T
Experience of in generating engaging content across a range of digital channels and media	E	A, I
Experience of planning digital marketing campaigns utilising full range of techniques and measurement available to ensure maximum return on investment	E	A, I
Experience of writing news releases or freelance writing	D	A, I
KNOWLEDGE		
Knowledge of the charity, health and/or government sectors	D	A, I
Knowledge of hepatitis C, the virus and those affected	D	A, I
Knowledge of and ability to work within an equal opportunity and anti-oppressive framework.	E	A, I