



Leeds Centre  
for **Personalised**  
Medicine and Health



Leeds Academic Health  
PARTNERSHIP

## Candidate brief

# Marketing and Communications Manager

**Salary:** Grade 8 (£40,792-£48,677 per annum pro rata)  
**Reference:** MHLPM1003  
**Closing date:** 09 July 2019 (23:59)  
**Interview date:** 22 July 2019

Part time 0.6 FTE (60%), fixed term until 31 March 2021 due to external funding

A partnership, supported by



UNIVERSITY OF LEEDS



YORKSHIRE & HUMBER  
ACADEMIC HEALTH SCIENCE NETWORK

## **Marketing and Communications Manager** **Leeds Centre for Personalised Medicine and Health** *Hosted by the Faculty of Medicine and Health, University of Leeds*

**Are you a highly collaborative senior marketing and communications professional looking for a new challenge? Do you have experience in brand development and international profile raising? Can you develop and deliver on strategies to secure philanthropic and industry investment in research? Would you like a newly created role where you can have a real impact on the transformation of health and care in Leeds, the UK's third largest city?**

The **Leeds Centre for Personalised Medicine and Health** accelerates the research, evaluation and adoption of new treatments and technologies that move away from a 'one size fits all' approach. We aim to improve health in a healthy economy, underpinned by the best research and education. We are committed to driving forward innovative approaches that support the whole person, and shift the focus from one of disease, to one of health.

We are going through an exciting period of growth and change. As part of the **Leeds Academic Health Partnership**, and supported by the **University of Leeds** and **Yorkshire and Humber Academic Health Science Network**, we are accelerating our ambition to transform the health, wealth and wellbeing of our citizens.

Through the development of our 'precision prevention' flagship projects, focussed on the prevention of frailty and the early diagnosis of cancer, we are driving forward our strategy to improve health and care, generate inclusive economic growth and demonstrate academic excellence and impact.

**To support our growth, we are seeking an experienced Marketing and Communications Manager to provide comprehensive strategic and operational support. Working to the Head of Operations, you will devise and implement a fully integrated, multi-faceted marketing and communications strategy, working with us to grow both our reputation and income.**

You will have significant experience of working at a senior level in a communications or PR role with partners from across complex, large organisations. You will have experience in developing marketing and communications strategies, supporting collaborations with industry and the third sector, working with the media, running high profile events and managing the production of editorial and marketing materials.

## What does the role entail?

As the Marketing and Communications Manager, you will be responsible for:

- providing comprehensive strategic and operational support to develop and grow our brand, raise our positive profile and influence locally, nationally and internationally, with all target audiences
- devising a fully integrated, multifaceted marketing and communications strategy that supports our business objectives
- working with the Head of Operations to drive our business development by showcasing our work and attracting industry and philanthropic investment
- translating complex messages about our work and activity into clear and compelling messages and collateral for a range of stakeholders including academics, the health and care sector, news media, the life sciences industry, charities and other funders
- leading the production of new and engaging content, including developing case studies and multimedia materials to support effective marketing
- maintaining and developing content for our website and social media channels, increasing our visibility and developing new communication channels
- coordinating the development and delivery of news releases showcasing our work and collaborations
- leading and developing an outstanding approach to public and stakeholder engagement
- shaping and leading an annual calendar of events and networking which secures engagement and influence with target audiences, and which attracts inward investment
- raising the positive public and news media profile of our work, of the Leeds Academic Health Partnership (LAHP), its constituent partners and the city
- working with the LAHP marketing and communications manager to ensure marketing and communications plans provide mutual and maximum benefit to citywide and partner communications strategies.

## What will you bring to the role?

As the Marketing and Communications Manager, you will have/be:

- postgraduate qualification in a communications or marketing discipline, or equivalent professional experience
- substantial experience in a marketing and communications role in a relevant sector, with expertise in developing and implementing communications and marketing strategies, in partnership with other stakeholders
- in-depth knowledge of the health, care, academic and relevant industry sectors, how they operate and the challenges they face, locally, regionally and nationally
- substantial experience of working through partnerships with the ability to form relationships with, secure the buy-in of, and give expert advice to senior stakeholders from a variety of sectors and backgrounds, demonstrating sensitivity to a wide range of sometimes-conflicting needs
- significant experience in conducting robust market analysis and implementing actionable insights that meet business objectives
- experience of campaign and content planning, demonstrating high levels of self-organisation, meticulous attention to detail and the ability to hit deadlines
- experience of devising, managing and developing content fully integrated across all communications channels and platforms (on and offline)
- outstanding, versatile copywriting, able to captivate a wide range of audiences
- proven ability in brand management and growth
- a good nose for news and strong media relations handling skills both strategic and operational
- a strong communicator, with outstanding verbal and visual presentation skills
- experience in successfully leading and managing an events programme that demonstrably supports business objectives.

## How to apply

You can apply for this role online. More guidance can be found on the University of Leeds' [How to Apply](#) information page. Applications should be submitted by 23.59 (UK time) on the advertised closing date.

## Contact information

To explore the post in further details, or for any queries you may have, please contact

### **Danielle Thornton-Lee, Strategic Delivery and Business Manager, Leeds Academic Health Partnership**

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## Working at Leeds

Find out more about the benefits of working at the University and what it is like to live and work in the Leeds area on our [Working at Leeds](#) information page.

## Candidates with disabilities

Information for candidates with disabilities, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility information page](#) or by getting in touch with us at [disclosure@leeds.ac.uk](mailto:disclosure@leeds.ac.uk).

## Criminal record information

### **Rehabilitation of Offenders Act 1974**

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.

Any offer of appointment will be in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records information page](#).