

CANDIDATE BRIEF

Assistant Communications Manager, NIHR Clinical Research Network



Salary: University of Leeds grade 6 (£27,511 – £32,817 p.a)

Reference: MHNCC1229

Closing date: 14 July 2020

Fixed-term until 31 March 2022

Assistant Communications Manager

NIHR Clinical Research Network Coordinating Centre

Are you an experienced communications professional, passionate about using your skills to improve care? Would you like to engage with healthcare professionals, researchers, patients and the public to share their experience and promote research? Would you like to lead programmes of work across the country and with partner organisations, working across communication disciplines?

An exciting opportunity has arisen to work within the NIHR Clinical Research Network where you will plan, coordinate and deliver multi-channel targeted communications to support projects and campaigns aimed at a variety of audiences including the Network, NHS, patients and the public and NIHR customers including the life sciences industry.

With an excellent eye for a story and attention to detail, you will have strong verbal and written communication skills to turn often complex information into effective news stories and digital content. You will need brilliant interpersonal skills to be able to develop effective working relationships with stakeholders at all levels to enable efficient business delivery.

The role reports into one of the Communications Managers, will lead their own communication projects and support the Communications Managers on key pieces of communication. This role sits in the Stakeholder Engagement and Communications Directorate. The role holder will work closely with other members of the CRNCC Communications team, the Local Clinical Research Networks and cross NIHR to support and deliver the organisations objectives.

The employer for this role will be the University of Leeds.

NATIONAL INSTITUTE FOR HEALTH RESEARCH

The NIHR Clinical Research Network is a key element of the National Institute for Health Research, which is funded through the Department of Health and Social Care to improve the health and wealth of the nation through research. The NIHR is a large, multi-faceted and nationally distributed organisation. Together, NIHR people, facilities and systems represent



the most integrated clinical research system in the world, driving research from bench to bedside for the benefit of patients and the economy.

Since its establishment, the NIHR has transformed research in the NHS and social care. It has increased the volume of applied health and care research for the benefit of patients and the public, driven faster translation of basic science discoveries into tangible benefits for patients and the economy, and developed and supported the people who conduct and contribute to applied health research.

Further information on the National Institute for Health Research can be found at: www.nihr.ac.uk

What does the role entail?

As Assistant Communications Manager, your main duties will include:

- Developing and implementing communications plans to support a range of projects and campaigns aimed at a variety of audiences including the Network, NHS, patients and the public and CRN customers including industry sectors, in line with the CRN and NIHR's communications strategies and using a variety of channels.
- Working with communications colleagues from across the NIHR to ensure delivery of the NIHR's corporate communications strategy.
- Translating complex messages about CRN's services and NIHR activity into clear and compelling communications messages for a range of stakeholders including patients, healthcare professionals and the life sciences industry.
- Ensuring that communications support is consistent with the CRN and NIHR's corporate objectives, organisational values and brand, and reflects, promotes and enhances our position in relation to delivery of clinical research and its benefit to



patients and the public and the UK life sciences sector.

- Working in effective partnership with others across the CRN to support their communications requirements and specific projects requiring communications expertise.
- Delivering a specialist communications service for specific areas of the business using experienced technical skills in media relations, copywriting, development of case studies and various communication channels including the NIHR website and social media channels.
- Supporting the Communications Managers in performance of their duties and responsibilities as well as provide general communications support to the CRN and NIHR.
- Managing a varied and busy workload and ensure appropriate prioritisation of projects and activities to meet a range of deadlines.
- Keep abreast of technical developments in communications, including social media and professional resources and advise others in the team on their potential use.
- Maintaining and enhancing own personal and professional skills and competencies and with the line manager contribute to own performance appraisals and personal development plan.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.

What will you bring to the role?

As an Assistant Communications Manager, you will have:

- Demonstrable experience of creating campaign ideas and implementing these across a variety of channels and evaluating campaigns



- A recognised marketing communications qualification (CIM/CAM/CIPR) and evidence of ongoing professional development in the communications field
- Excellent communications/public relations expertise and knowledge across all communications disciplines
- Proven experience of creating opportunities and working collaboratively with internal and external partners
- The ability to command the confidence of colleagues and staff
- The skills to provide, receive and work with highly complex, sensitive or contentious information
- Excellent written, oral communication skills and clear numerical, verbal and critical reasoning
- Effective organisational skills demonstrated by a proven ability to successfully manage and complete multiple projects while prioritising your work to manage time effectively and deliver results on time
- Experience and ability to participate constructively in meetings and decision making processes
- Availability to travel regularly within the UK

You may also have:

- Clear understanding of the importance of clinical research and the ability to communicate this effectively to others. In depth knowledge and understanding of the role and importance of research in relation to health and/ or social care
- Experience within a complex organisation
- Understanding of the current health policy developments
- Interest in clinical research
- Prior experience in using audio visual equipment and creative software to produce engaging multimedia and visual content is strongly desired

How to apply



You can apply for this role online; more guidance can be found on our [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 further or for any queries you may have, please contact:

Tracy Gregg, Communications Manager

Mob: 0788 133 9748

Email: t.gregg@leeds.ac.uk

Additional information

Find out more about the [Faculty of Medicine and Health](#)

Find out more about [NIHR Clinical Research Network](#)

Find out more about [Athena Swan the Faculty of Medicine and Health](#)

Working at Leeds

Find out more about the benefits of working at the University and what it's 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

Criminal record information

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.



You can find out more about required checks and declarations in our [Criminal Records](#) information page.

