

**NIHR CONTENT AND SOCIAL MEDIA LEAD
NIHR RESEARCH DELIVERY NETWORK COORDINATING CENTRE**



Salary Grade: 8

Reporting to: Head of Campaigns and Deputy Director of Communications (NIHR)

Role ID: J049

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Overview of the Role

The University of Leeds has been chosen by the UK government to lead the National Institute for Health and Care Research (NIHR) Research Delivery Network Coordinating Centre (RDNCC), and will be joined by 12 new Regional Research Delivery Networks (RRDNs), hosted by NHS organisations across the country to form the NIHR Research Delivery Network (RDN). The new NIHR RDN will operate as one unified organisation across England, balancing regional context, expertise and leadership with national coordination and strategy involving government policymakers. The RDNCC will work across England's health and care system, with staff in all settings, to support the effective and efficient initiation and delivery of research.

The National Institute for Health and Care Research (NIHR) is funded through the Department of Health and Social Care (DHSC) to improve the health and wealth of the nation through research. The NIHR is a large, multifaceted and nationally distributed organisation.

This role is part of a central communications team that works closely with NIHR national Coordinating Centres, and senior officers of the Department of Health Science, Research and Evidence Directorate. You will report into the NIHR Head of Campaigns and Deputy Director of Communications, and your activity is informed by, and agreed with the DHSC.

You will be responsible for leading the operational delivery of NIHR's corporate content and of NIHR's social media and e-newsletter channels. You will manage the teams who deliver these services.

You will proactively develop a profile within the NIHR and work collaboratively with individuals and groups across the NIHR and with external stakeholders in a host of settings.

This role requires some national travel.

DUTIES AND RESPONSIBILITIES

Common duties and responsibilities for Grade 8 roles

Responsible for managing and coordinating resources including the recruitment and selection and line management of staff, which will include undertaking staff reviews to identify training and development needs and establishing how those needs will be met and managing performance against agreed objectives.

Providing operational oversight, support, and professional expertise, both within the team and to external stakeholders.

Producing high quality plans, update reports, briefing documents and/or reports for stakeholders and senior decision makers in NIHR and DHSC.

Proactively develop a profile within the NIHR, and work collaboratively with stakeholders across the NIHR and externally, facilitating discussions and initiating, leading and/or actively participating in groups and meetings in order to influence events and opinions to achieve strategic and operational objectives.

Make independent decisions and advise NIHR Communications Office senior leadership, both of which will impact the achievement of strategic and operational objectives and future direction. Identify opportunities, risks, and optimal solutions to problems, analysing of options and considering of potential precedents that may be set and the future impact.

Demonstrating personal leadership in terms of being focussed, flexible, professional, motivated, and personally effective.

Duties and responsibilities specific to this role

1. Manage NIHR's social media channels and e-newsletters, making evidence-based decisions about mix, reach and content.
2. Ensure user-led, engaging and creative content across social media and newsletter channels, amplifying NIHR news and responding to trends, social listening and strategic priorities.
3. Work with NIHR's media lead to anticipate, mitigate and respond to risk and reputation issues across social media, ensuring a clear strategy and processes.
4. Strengthen NIHR's skills and outputs in areas such as paid social, digital marketing, email marketing, influencer management and community engagement.
5. Develop and implement NIHR's core messages, tone of voice and house style, ensuring consistency across NIHR channels and empowering NIHR leaders and staff to act as ambassadors.

6. Build and maintain a portfolio of engaging corporate collateral, including the 'About Us' section of the website, the annual report, corporate videos and slides.

Other duties

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.

KNOWLEDGE, SKILLS, AND EXPERIENCE

Essential requirements for all grade 8 roles

- Experience of line managing staff, identifying and addressing development needs, and managing performance including those who are not under your direct line management.
- The ability to support organisational change and transformation programmes in a positive and proactive way, and to motivate and support colleagues through substantial organisational and cultural change.
- The ability to think strategically to develop plans that will support delivery of strategic objectives and priorities.
- Creative, flexible, and self-motivated in approaching complex organisational issues with determination and resilience and the ability to deliver real measurable benefits, working to deadlines and managing priorities.
- The ability to work collaboratively, with evidence of successfully developing and maintaining effective working relationships with a wide range of internal and external partners and stakeholders.
- Negotiation, communication, interpersonal skills with the ability to articulate priorities and effectively engage and influence others.
- The ability to effectively analyse problems and data to present solutions and information in a meaningful way to a diverse range of decision makers and stakeholders.

Essential requirements specific to this role

- Excellent written communications skills, with the ability to lead and develop content for different channels and audiences, maintain a coherent corporate narrative, and demonstrate good attention to detail.

- Significant experience of managing a variety of social media channels, with skills in one or more of the following: paid social, digital marketing, email marketing, influencer management and community engagement.
- Experience of responding to risk and reputational issues online, developing a robust strategy and response and advising senior stakeholders as necessary.
- A commitment to evaluation and familiarity with tools such as Google Analytics, Twitter Analytics, LinkedIn Analytics and Meta Business Suite.

Additional information

NIHR Research Delivery Network

The National Institute for Health and Care Research (NIHR) is funded by the Department of Health and Social Care (DHSC). NIHR works in partnership with the NHS, universities, local government, other research funders, patients and the public. The NIHR funds, enables and delivers world-leading health and social care research that improves people's health and wellbeing and promotes economic growth. NIHR is a major funder of applied health research in low and middle-income countries. Further information on the NIHR can be found at www.nihr.ac.uk.

As part of NIHR, the Research Delivery Network (RDN) supports the effective and efficient initiation and delivery of funded research across the health and care system in England for the benefit of patients, the health and care system and the economy. The scope and purpose of RDN is to support:

- Clinical trials and other well-designed health and social care research studies (including studies that are delivered outside of an NHS setting).
- Public health studies that require the recruitment of individuals within an NHS setting (that is, acute, ambulance, mental health, community, or primary care) or an episode of care which involves contact with the NHS.

The whole of England will be supported through 12 NIHR Regional Research Delivery Networks (RRDNs). The RRDNs will work with the national Research Delivery Network Coordinating Centre (RDNCC) to provide a joint RDN leadership function so that the NIHR RDN as a whole functions as a single organisation with a shared vision and purpose across England.

The University of Leeds is the provider of the RDNCC, working with and on behalf of DHSC. The University will be the employer for this role.

University of Leeds

Inclusion

At the University of Leeds, we are committed to providing a culture of inclusion, respect and equity of opportunity that attracts, supports, and retains the best students and staff from all backgrounds. Whatever role we recruit for we are always striving to increase the diversity of our community, which each individual helps enrich and cultivate.

Information for disabled candidates

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

Criminal record information

Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975

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.

Working at the University of Leeds

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