

NIHR SOCIAL MEDIA MANAGER

NIHR RESEARCH DELIVERY NETWORK COORDINATING CENTRE



Salary Grade: 7

Reporting to: NIHR Content and Social Media Lead

Role ID:

NIHR SOCIAL MEDIA MANAGER

Reports to: NIHR Content and Social Media Lead

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 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 and Social Care's Science, Research and Evidence Directorate. You will report into the NIHR Content and Social Media Lead and your activity is informed by and agreed with the DHSC.

You will be responsible for supporting the NIHR Content and Social Media Lead in delivering commitments set out in the annual social media plan. You will be a member of the NIHR's social media team which comprises representatives from each of the coordinating centres. The team works closely with NIHR's press office to ensure an integrated approach to news management, and supports NIHR's campaigns team in its efforts to extend NIHR's reach, including into marginalised or under-represented groups and communities. It also collaborates with social media teams in external organisations including the Department of Health and Social Care, NHS England and NHS Improvement, and the devolved administrations of Wales, Scotland and Northern Ireland.

As part of the central communications team for NIHR you will work closely with coordinating centre communications teams. You will work collaboratively with individuals and groups across the NIHR and with external stakeholders in a host of settings.

This role requires occasional national travel

DUTIES AND RESPONSIBILITIES

Common duties and responsibilities for RDNCC Grade 7 roles

Ensure the effective coordination and delivery of key activities and projects within the function in line with organisational policies and priorities.

Support the management and coordination of the function's resources, including limited budgetary responsibility, recruiting, training and managing staff and providing input into the function's service improvement plans and strategic objectives.

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

Producing high quality plans, briefing documents and/or reports for stakeholders and decision makers and/or for project or programme boards, including the analysis and presentation of data and management information.

Working collaboratively with colleagues and stakeholders across the NIHR and externally, facilitating discussions and actively participating in groups and meetings in order to influence discussions, events and opinions to achieve operational objectives.

Make independent decisions, advise colleagues and senior leadership and lead or proactively input into service improvement initiatives to support the achievement of operational objectives and future direction. Identify opportunities, risks and optimal solutions to problems, analysing options and considering precedent to determine the best course of action.

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

Duties and responsibilities specific to this role

1. Optimise the reach and content of social media channels and e-newsletters, collaborating with colleagues across the NIHR Coordinating Centres, including monitoring and improving engagement rates and managing any issues that arise.
2. Enhance NIHR use of paid social to grow and diversify the reach of our channels to the right audiences, particularly in terms of health and social care professionals and the public (ensuring accessibility requirements are met).
3. Optimise team systems and processes and innovate in areas such as social listening, paid media and influencer relationships. Participate as needed in one or more editorial rotas for NIHR social media channels.
4. Develop and help to implement recommendations on how to optimise use of our current social media channels and on how to identify and build relationships with key influencers.

5. Help to shape creative social media campaigns, including design and development of multi-media content and stimulation and leveraging of user-generated content.
6. Work with NIHR internal communications team to encourage and enable coordinating centre staff to engage socially.
7. Build the skills of the social media team, by providing and/or sourcing training and developing guidance documents.

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 RDNCC grade 7 roles

- The ability to support organisational change and transformation programmes in a positive and proactive way, and to provide mutual support and motivation to colleagues through substantial organisational and cultural change.
- The ability to develop operational plans that will support delivery of objectives and priorities.
- Creative, flexible, and self-motivated with the ability to work and deliver to deadlines and manage competing priorities.
- The ability to work collaboratively, with evidence of successfully developing and maintaining effective working relationships with colleagues and stakeholders at all levels.
- Communication and 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

- Substantial experience of managing and delivering engaging social media communications in a professional capacity across a number of channels, and a good understanding of how social media can be optimised within a wider communications mix.

- Expertise in the use of paid social across multiple channels, social listening and identifying and engaging social media influencers.
- Experience of developing and delivering creative social media campaigns, including the ability to design and develop multi-media content and stimulate and leverage user-generated content.
- Experience of using social media management software (e.g. scheduling and monitoring systems as well as native platforms) and Google Analytics to optimise activity.
- Experience of using design, video or animation software such as Canva, Adobe Photoshop, InDesign, Spark.

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.

Salary Requirements of the Skilled Worker Visa Route

Please note that this post may be suitable for sponsorship under the Skilled Worker visa route but first-time applicants might need to qualify for salary concessions. For more information please visit: www.gov.uk/skilled-worker-visa.

For research and academic posts, we will consider eligibility under the Global Talent visa. For more information please visit: <https://www.gov.uk/global-talent>

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.