

**NIHR Content Manager**  
**NIHR Research Delivery Network Coordinating Centre**



**Content Manager**

**Salary Grade: 7**

**Reporting to: NIHR Content and Social Media Lead**

**Reference: MHNCC1665**

## **NIHR Content 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 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 leading on the development of corporate content, drawing on source materials and SME interviews as well as shaping / promoting NIHR's writing standards, house style, and tone of voice. This role will support the NIHR Content and Social Media Lead to delivery commitments set out in the NIHR annual content plan, and the NIHR Head of Web Communications in relation to content published on the NIHR website. You will also contribute to optimising team systems and processes.

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 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, 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. Plan, craft and deliver regular creative, compelling and audience-led corporate content across owned, paid and shared channels, ensuring a joined up and strategic approach.
2. Play a lead role in research impact communications. Working with the NIHR Impact Communications Working Group to coordinate and develop a suite of corporate communication collateral, including briefings, publications and assets that showcase NIHR's research impact and priority themes such as inclusion, innovation and investment.
3. Use storytelling techniques, including researcher and participant stories, to bring to life the impact of NIHR's research and the difference it makes to the health and wealth of the nation.

4. Work in partnership with the NIHR Communications Planning and Evaluation Manager to support the effectiveness of an organisation-wide planning function, implementing audience insights, proactively seeking opportunities for content optimisation and ensuring evidence-based decision making.
5. Support the Content and Social Media Lead to monitor, evolve and promote NIHR's core messages, house style and tone of voice guidance, working with the Brand and Creative Manager to ensure coordination.
6. Support the NIHR Content and Social Media Lead to optimise and improve Impact Communications Working Group ways of working.

### **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**

- Exemplary writing skills with a talent for creating creative and engaging copy for diverse audiences and channels.

- Ability to translate complex and lengthy information into clear, concise, engaging content whilst maintaining accuracy.
- Experience of project management – setting clear project objectives, advising on content strategy, delegating tasks and motivating colleagues to achieve shared goals.
- Experience of using content management systems, and an understanding of accessibility and inclusion best practice standards.
- Experience of using data and analytics platforms such as Google Analytics to monitor performance of content and shape and evolve strategy based on evidence.

## **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](http://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](mailto: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.