

## NIHR RESEARCH DELIVERY NETWORK COORDINATING CENTRE COMMUNICATIONS MANAGER



**Salary: Grade 7 (£41,064 to £48,822)**

**Reference: MHNCC1709**

# COMMUNICATIONS MANAGER

**Reports to: Senior RDN Communications Manager**

## 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.

There are 2 main aspects to the role - with the post holder contributing 50% of their time to NIHR RDN communications activity, and 50% of their time to NIHR delivery teams:

- NIHR RDN communications: The post holder will be responsible for leading the operational delivery of planning, management and evaluation of communications projects and channels across the NIHR RDN.
- NIHR Media Relations: The post holder will be a member of the NIHR Media Relations delivery team, supporting the successful delivery of the organisation's press office function and associated strategic priorities

You will work collaboratively with colleagues across the NIHR and the RDN and, as required, the University of Leeds, as well as with external stakeholders in a host of settings. You will support the operational delivery of the organisation-wide shift in ways of working and culture that is required to ensure the network functions as a single organisation with a shared purpose and vision across England, as well as mutually supporting colleagues through the period of transformation and beyond.

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 communication function's resources, recruiting, training and managing staff and providing input into the function's service improvement plans and strategic objectives.

Working with media team colleagues from across the NIHR to deliver proactive media coverage, and reactive press office support, in line with the priorities and workstreams set out in the NIHR communications and media strategies.

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 RDNCC colleagues and stakeholders across the RDN and NIHR and the University of Leeds 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. Developing and implementing communications plans to support a wide range of multi channel projects and campaigns aimed at a variety of audiences in line with the RDN and NIHR's communications strategies.
2. Identifying, translating and disseminating complex messages about NIHR and RDN's services and activity into clear and compelling communications messages demonstrating NIHR's impact for a range of stakeholders including patients, health and care professionals and the life sciences industry.
3. Creating, maintaining and reviewing digital content including social media, e-newsletters and public facing websites, making use of content management systems, SEO techniques and user feedback.
4. Working as a member of the NIHR's Media Delivery Team supporting the delivery of the NIHR communications strategy, and contributing to planning and strategic projects across the organisation.
5. Ensuring that communications support is consistent with the NIHR and RDN's corporate objectives, organisational values and brand, and reflects, promotes and enhances our position in relation to delivery of research and its benefit to patients and the public and the UK life sciences sector.
6. Supporting the Senior Leaders in the RDN Communications and NIHR delivery teams, providing communications support as required.

### **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:**

- Specialist communication/marketing qualification or equivalent level of demonstrable experience and evidence of ongoing professional development in the communications field.
- A professional communications expert with experience of effective delivery across the full range of communication techniques and developments, including social marketing, social media tools and applications within health.
- Demonstrable experience of identifying and delivering national-level media coverage through mainstream, specialist and trade media (print, broadcast and/or online).



- Demonstrable experience of acting as a member of a professional press office, including drafting press releases, lines and messaging, and handling enquiries from journalists.
- Demonstrable experience of creating campaign ideas and implementing these effectively across a variety of channels and evaluating campaigns.

## 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.



## Working at Leeds

You will be employed by the University of Leeds with access to the same benefits as all of our staff. You will be based at the RDNCC office on Queen Street, Leeds.

Regular in-person interaction is an expectation of all roles in line with service needs and the requirements of the role and we expect all RDNCC staff to spend at least 40% of their time office based. We are also open to discussing other flexible working arrangements.

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.

## University of Leeds

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. We particularly encourage applications from, but not limited to Black, Asian, people who belong to a minority ethnic community; people who identify as LGBT+; and disabled people. Candidates will always be selected based on merit and ability.

## Information for disabled candidates

Information for disabled candidates, or candidates with 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.



## Visa Eligibility

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](http://www.gov.uk/skilled-worker-visa)

