



**Health
Innovation
Leeds**

Supported by
Leeds Academic
Health Partnership



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Marketing and Communications Officer, Leeds Academic Health Partnership, Hosted by Faculty of Medicine and Health



Salary: Grade 6 (£33,951 – £39,906 p.a. depending on experience)

Reference: MHLAH1023

We are open to discussing flexible working arrangements.

Overview of the Role

Are you a creative, collaborative and motivated marketing and communications professional passionate about innovation and partnership working? Do you have a flair for developing engaging content across a wide range of channels? Are you excited by the opportunity to promote one of the UK's most dynamic health innovation ecosystems?

We are seeking a Marketing and Communications Officer to showcase the strengths and opportunities of Leeds' health innovation ecosystem, with a particular focus on a new, partner-led incubator supporting local and regional businesses.

This newly created role within a small, dynamic and friendly team, hosted by the University of Leeds, offers scope to shape and support marketing activities, projects and approaches together with some of the city's most influential organisations.

You'll be part of Leeds Academic Health Partnership – one of the largest of its kind in the UK, made up of the city's three main universities, local NHS organisations, Leeds City Council, regional and third sector partners – all united in a mission to reduce health inequalities. These major, leading organisations recently launched a bold new, collective identity – Health Innovation Leeds – which promotes the city's world-leading strengths and opportunities. Find out more at healthinnovationleeds.com.

Leeds is the UK's third largest city, a health innovation powerhouse and one of the top three global locations for healthtech companies. As Marketing and Communications Officer you'll raise the profile of Health Innovation Leeds to key target markets and audiences regionally, nationally and internationally.

This is an exciting opportunity to play a key role in the promotion of the new £2 million Health Innovation Leeds Incubator, funded by the West Yorkshire Investment Zone and led by Nexus at the University of Leeds together with Leeds Teaching Hospitals NHS Trust and Leeds Beckett University, in partnership with Leeds City Council.

The Health Innovation Leeds Incubator provides regional healthtech businesses with support to scale, and in your role as Marketing and Communications Officer, you'll support the delivery of marketing campaigns and promotional activity for programmes, events and initiatives associated with the incubator and wider innovation ecosystem.



Main duties and responsibilities

The duties below 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. As our Marketing and Communications Officer, you will:

- Working closely with partners, support the planning and delivery of integrated marketing and communications activity to raise the profile and impact of the partnership via the city's collective brand, Health Innovation Leeds.
- Support the delivery of marketing campaigns and promotional activity for programmes, events and initiatives associated with the incubator and wider innovation ecosystem, ensuring consistent messaging and branding across channels.
- Create and maintain digital content including website updates, news stories, blog posts and newsletters, ensuring information is accurate, timely and aligned with brand guidelines and house style.
- Support day-to-day social media activity by creating compelling, brand-aligned content, engaging with partner and stakeholder channels, and monitoring and analysing performance.
- Assist with the promotion and delivery of events, workshops and engagement activities, including creating promotional materials, coordinating communications and supporting on-the-day delivery where required.
- Create and design various materials for print and digital collateral including but not limited to advertisements, brochures, social media graphics, and corporate identity elements.
- Undertake horizon scanning to identify ecosystem and sector news, sharing relevant updates with colleagues as appropriate, including through the weekly internal e-news round-up.
- Support monitoring and evaluation of marketing and communications activity using appropriate analytics and reporting tools, providing insight to inform future campaigns and engagement approaches.
- Build effective working relationships with colleagues across marketing, communications, innovation and research teams to support collaborative working and knowledge sharing.
- Maintain organised records of marketing assets and campaign materials and ensure compliance with relevant policies such as data protection and accessibility.
- Contribute to the work of the Marketing and Communications function and wider Leeds Academic Health Partnership team, undertaking other duties commensurate with the grade of the post.



Qualifications and skills

As our Marketing and Communications Officer you will have:

Essential:

- A degree or equivalent qualification in marketing, communications, public relations or a related discipline, or equivalent relevant professional experience.
- Experience working in a marketing, communications or engagement role, delivering successful integrated marketing campaigns and communications activity across multiple channels.
- Strong writing and editing skills with the ability to produce clear, engaging content for different audiences and formats – including creating and updating content across website and social media channels, monitoring and evaluating activity and using insights to improve performance.
- A good eye for design, with the ability to translate complex information into engaging, brand-aligned visuals both using design tools in house and effectively briefing design agencies.
- Good organisational and project coordination skills, with the ability to manage competing priorities, meet deadlines and deliver high-quality outputs.
- Excellent interpersonal and communication skills, with the ability to present information clearly and confidently, working positively and collaboratively with a wide range of stakeholders and partners.

Desirable

- Experience working within higher education, research, innovation or the health sector, ideally within a complex organisation or partnership environment.
- Experience supporting partnership or multi-organisation initiatives.
- Experience supporting the promotion of innovation programmes, start-ups or entrepreneurship initiatives.

Key Attributes (to be explored at interview)

- A creative thinker, able to approach challenges with imagination and generate fresh, engaging ideas that enhance marketing and communications activity.
- A collaborative team player who values building positive relationships, contributes openly to shared goals, and supports others to achieve collective success.
- Highly motivated and enthusiastic, bringing energy and commitment to tasks while showing initiative in driving work forward.



- A flexible individual with a resilient, can-do attitude, demonstrating adaptability and a willingness to respond positively to changing priorities or new ways of working.
- Confident and personable, with the ability to engage effectively with a wide range of people and represent the team with professionalism and integrity.

Additional information

Health Innovation Leeds – supported by Leeds Academic Health Partnership

Our vision is that everyone in Leeds has the best opportunities to live a healthier life for longer. With a focus on reducing health inequalities, we bring partners together to help solve the city's hardest health challenges.

We do this by;

- using Leeds' collective strengths to foster a thriving innovation ecosystem and support economic growth that benefits everyone.
- building a shared understanding of local needs so health and care innovations are driven by research evidence.
- helping attract talent and investment to Leeds and positioning our city as a globally-leading health and care research and innovation ecosystem, under the banner of Health Innovation Leeds.

Leeds is the UK's third largest and economically fastest growing city. It has market-leading strengths in healthtech, digital, data and artificial intelligence.

When it comes to health innovation, Leeds is setting the pace and shaping the future. This is the city where breakthroughs are born, ideas are tested at speed, and where bold partnerships turn research into reality.

From world-first surgical techniques, to globally-leading healthtech, Leeds has been transforming health and care for over a century. Innovation through collaboration is in our DNA.

Today, Leeds is home to one of the country's largest teaching hospitals and three major universities fuelling a pipeline of top talent. And as the UK's third largest city, it's the government's go-to location to lead the nation's health mission.

With an outstanding industry cluster and a single, unified healthcare system, this is a place where powerful connections spark powerful change.



Bringing all this together is Health Innovation Leeds, a friendly front door to the city's internationally-renowned – and uniquely connected – ecosystem.

The future of healthcare is here. Find out more at healthinnovationleeds.com.

Working at Leeds

We are a campus-based community and regular interaction with campus is an expectation of all roles in line with academic and service needs and the requirements of the role. We are also open to discussing 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.

Our University

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

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.

