

# Communications Manager



NOVEMBER 2020

**Salary: £33,000-£35,000, dependent on skills & experience**

**Contract: One year, fixed-term, with possibility of extension**

**Location: The Medact office is in London, although the team is working from home currently. Applications from outside London will also be considered.**

**Hours: 4 or 5 dpw; part-time and job-share applications will be considered**

**Apply by: Monday 4th January at 9am**

*Medact is looking for someone with strong experience in effective communications to help us ensure our comms do justice to the strength and power of our campaigns for health equity.*

Medact supports the health community to work together towards a world in which everyone can truly achieve and exercise their human right to health. We cover some of the most pressing national and global threats to health and wellbeing including climate change; human rights abuses; conflict and violence; and rising inequality.

We're member-led, and our membership spans a range of people who work in health including nurses, doctors, midwives, and academics.

Great communications are vital in ensuring the health community can use its voice effectively for good. Despite Covid, there's strong energy among health workers to work for a fairer society, and tackle the power structures which perpetuate inequality and oppression. We want to shift the public narrative about what's important, and build a politics that centres public health and equity.

We believe the health community has huge potential to drive transformative social change - come work with us to help make that a reality.

## Job role and purpose

The Communications Manager will lead development and delivery of Medact's Communications Strategy. They will ensure our communications are effective, driving strong engagement from the health community and allowing their voices to have maximum impact on public and political discourse on our key health justice issues..

## Job Description

### *Communications strategy*

- Working with colleagues, develop Medact's Communications Strategy to advance our mission, values and overall strategic objectives by growing our reach and influence among key audiences.
- Lead delivery of our Communications Strategy, supporting colleagues to understand how it strengthens their work and weaves a common thread between all of our activities, based on a commitment to health equity and justice
- Ensure we are using the most appropriate metrics and indicators to assess the success of our communications, drawing on best practice

### *Communications management*

- Develop and manage internal systems for coordinating Medact's overall comms output from week-to-week and during the course of the year
- Help to consolidate our existing house style and consistent visual branding, ensuring our communications on all channels speak effectively to our key audiences
- Work with colleagues to ensure strategic communications are effectively built into project and campaign plans, and adequately resourced
- Manage and support the production of digital content including graphics, video and audio, harnessing skills and capacity in the team alongside external expertise where necessary
- Edit and co-ordinate the production of Medact's publications and other written and audiovisual outputs, working with colleagues to develop mini communications strategies for key outputs to ensure maximum reach and impact

### *Media and stakeholder relationships*

- Support colleagues to manage proactive and reactive media opportunities relevant to our campaigns, including helping to create media 'moments'; writing and pitching press releases; fielding enquiries
- Proactively seek opportunities to bring the perspective and voice of Medact and its members to public conversations around our key issues - maintaining and expanding contacts with relevant traditional, new and specialist media

- Support Medact's spokespeople - both staff and health workers - with media appearances, including providing media skills training and supporting preparation where needed in advance of major interviews.

## *Team and Organisation*

- Actively help to foster Medact's collaborative, inclusive working environment in which all staff feel valued and invested; and in which we support each other to work effectively while maintaining a healthy work-life balance
- Attend and contribute to regular and special team meetings and discussions; play an active role in development of joint projects and strategies
- Actively share skills and knowledge with colleagues to support mutual learning and development
- Contribute to, and in some cases play a leading role in, developing fundraising bids and writing funding reports relating to your area of work, with support from the Executive Director and Operations Manager

## **Person specification**

### *Essential*

- Strong interest in Medact's key organisational mission and vision, and commitment to our values, particularly in framing issues around equity and justice, and embedding anti-oppression principles into our work
- Experience in developing strategic communications which build a clear sense of organisational identity and deliver on organisational objectives; and of assessing the effectiveness of these communications
- Proven ability to develop effective content tailored to specific audiences, with an understanding of their needs, interests, and most-favoured channels; and capacity to guide others to do the same
- A clear understanding of the use and value of traditional, social, and specialist media in a campaigning context, and ability to support others to use these media both proactively and reactively to achieve campaigning impact
- A team player with excellent listening skills, including strong ability to build consensus and bring others onboard with an idea or project
- An eye for coherent visual branding; familiarity with producing graphics and audio-visuals, (e.g. infographics, data visualization, video) or in guiding others to do so
- Ability to manage own time, and prioritise effectively between competing demands in response to quickly-changing situations

## *Desirable*

- Specific experience of communicating on issues of health equity and justice; and experience of working with a health audience including with specialist health press
- Experience of working with grassroots campaigners, or as a grassroots campaigner yourself
- Experience monitoring and analysing performance data from digital communication channels
- Experience in individual-giving fundraising communication
- An active network of press and media contacts