

# Communications and Content Officer

## Job description and person specification

<b>Post:</b>	<b>Communications and Content Officer</b>
<b>Location:</b>	UK based remote working / or in one of HDR UK's locations
<b>Salary:</b>	£35,700 - £38,000
<b>Duration:</b>	Permanent
<b>Reporting to:</b>	Research Communications Manager

## About Health Data Research UK

Health Data Research UK (HDR UK) is the national Institute for data science in health.

Our mission is to unite the UK's health data to enable discoveries that improve people's lives. Our 20-year vision is for large scale data and advanced analytics to benefit every patient interaction, clinical trial, biomedical discovery and enhance public health.

The UK is in a unique position to realise the potential of health data, thanks to the NHS and its cradle-to-grave records for a population of over 65 million people. However, safe and secure access to this data for researchers is often a lengthy, fragmented process, meaning the potential for improving healthcare is not being realised in full.

We are a dynamic, growing organisation, committed to accelerating trustworthy access to health data. By working in partnership with the NHS, industry, universities and patients, we aim to better understand diseases and discover new ways to prevent, treat and cure them.

Patients and the public are involved throughout the institute's work – ensuring that access to data for research is enabled by trustworthy, safe and secure systems and generates public benefit.

As a national charity, we are funded by UK Research and Innovation, the Department of Health and Social Care in England and equivalents in Northern Ireland, Wales and Scotland, and leading medical research charities. [www.hdruk.ac.uk](http://www.hdruk.ac.uk)

At Health Data Research UK, we employ talented individuals who bring their own unique skills and experience to support the vision and benefit the whole team. Our values of transparency, optimism, respect, courage and humility guide how we work together within HDR UK, with our partners and other stakeholders.

## HDR UK's strategy

Our goals are to:

- Accelerate trustworthy data use by implementing a national research data strategy and assembling infrastructure and services aligned to research and innovation needs.
- Empower researchers by valuing people with diverse perspectives and skills, committed to open and team science to advance scientific discoveries and deliver patient and public benefit.
- Promote partnerships by building and maintaining critical partnerships, aligning incentives and reducing complexity across a fragmented landscape to streamline health data science.

## Purpose of the post

This role is a key member of the Communications and External Affairs Team at HDR UK, reporting to Research Communications Manager and working with colleagues across the Institute and the wider UK health research sector.

As we move into the delivery of our new strategy, the Communications and Content Officer will play a pivotal role in refining our narrative and brand structure, continuing to grow our digital communications and undertaking proactive media relations to achieve the institute's objectives.

The postholder will:

1. Generate a wide range of compelling and engaging content to support HDR UK's communications strategy, in line with key messages and overall objectives
2. Manage and improve our communication channels, producing content to reach core audiences, including researchers and the public, and leveraging partner support to achieve the best results
3. Support the Communications and External Affairs team in raising HDR UK's profile and through demonstrating our impact in uniting the UK's health data to improve people's lives across digital channels, media and events

## Who are we looking for?

This is a fantastic opportunity for an ambitious communications professional with a health/science background and a passion for delivering high-quality communications and content.

This role would be a good fit for someone who is enthusiastic about digital and social media, with strong writing skills and creative ideas to maintain and build our online presence.

Working as part of a small but busy communications team, you will have exceptional organisation skills, be comfortable with working at pace and have an agile, flexible approach to work. This role

works with teams across the institute and with external partners, therefore you must be comfortable working both as part of a team and independently. You will need to have a proactive, enthusiastic and collaborative approach and will be comfortable working in an environment where there are sometimes contrasting views.

## Main responsibilities

### Content production

- Work with internal teams and external partners to identify and write compelling and engaging content on HDR UK's strategic priorities, including news stories, blogs, opinion pieces, case studies, newsletters, posts for social media channels and toolkits for partners
- Work with the Research Communications Manager to support communications with a specific focus on scientific and research impact
- Manage the content planner, strategically scheduling content to optimise engagement and meet organisational objectives and timelines
- Lead on the production of audio-visual content and managing creative freelancers, including videographers and photographers.
- Support and promote key external events and develop written and audio-visual content from events
- Work collaboratively with the wider team to ensure HDR UK's communications are insight-led, user-oriented and both accessible to and shaped by the public and patients
- Champion effective use of the HDR UK brand with support from the Research Communications Manager

### Publishing

- Carry out day-to-day management and posting of content on our social media channels (Twitter, LinkedIn and YouTube) in line with the communications strategy.
- Share expertise and best practice in social media with other staff members running social accounts
- Publish engaging content on Health Data Research UK's websites, ensuring the websites are up to date and adhere to brand guidelines
- Deliver email communications via our CRM system

### Monitoring and reporting

- Monitor HDR UK's social channels and media coverage
- Support the organisation's use of our CRM system, ensuring contact information is up-to-date
- Work with the Digital Marketing Manager to review analytics on engagement with social channels and around specific campaigns and use these insights to further develop content

## **Continuous improvement**

- HDR UK is dedicated to continuous improvement through our quality management system and has achieved ISO 9001 accreditation. The post-holder will review, analyse, identify and implement opportunities for quality improvement within their role and as part of the wider team through our strategy development and internal audit processes.

## **Person specification**

### **Experience and knowledge**

#### **Essential**

- A strong understanding of science / health research and ability to synthesise complex, technical information into succinct, crisp copy Experience of creating compelling content for digital and social media channels
- Experiencing in managing social media channels in a professional capacity
- Ability to produce visual digital content using tools such as Canva
- Experience of website publishing using a CMS
- Ability to write briefs for and manage freelancers and agencies to deliver a range of written and visual content

#### **Desirable**

- Understanding of metrics and reporting for communications activities
- Knowledge in Adobe design software
- Experience of using an organisation-wide CRM to support communications objectives; e.g. segmentation for email campaigns

### **Skills**

#### **Essential**

- Excellent written and verbal communication skills with the ability to communicate scientific content effectively and confidently with people at all levels
- Strong attention to detail
- Excellent editorial and proofreading skills
- Strong interpersonal skills, with the ability to develop effective working relationships with internal and external stakeholders
- Excellent planning, organisation and time-management skills, with the ability to manage competing priorities in a fast-paced environment with resilience and adaptability
- Proficient IT skills

## Dimensions

- This is a full-time role.
- Staff are currently working remotely but it is expected that travel will be required to the central office in London, regional research sites and partner organisations across the UK.

## Application Process

**How to apply:** Unless specified, please apply using our online portal. We use a recruitment process that is based on finding out more about the relevant skills and knowledge an applicant has and to help us with this we ask you 3 or 4 skills-based questions as part of the application process.

We will ask you to upload your CV and covering letter, **please do this in one document**, this will be anonymised and will be used if you are shortlisted.

Please contact [recruitment@hdruk.ac.uk](mailto:recruitment@hdruk.ac.uk) if you have any queries regarding your application.

Applications for this role will close at 5pm on the 14<sup>th</sup> of June.

Early application is encouraged as we will review applications throughout the advertising period and reserve the right to close the advert at any time.

## Equal Opportunities Policy Statement

Health Data Research UK is an equal opportunities employer, and as such aims to treat all employees, consultants and applicants fairly. It is our policy to provide employment equality to all, irrespective of:

- Gender, including gender reassignment
- Marital or civil partnership status
- Having or not having dependants
- Religion or belief
- Race (including colour, nationality, ethnic or national origins)
- Disability
- Sexual orientation
- Age

We are opposed to all forms of unlawful and unfair discrimination. All job applicants and employees who work for us will be treated fairly and will not be unfairly discriminated against on any of the above grounds. Decisions about recruitment and selection, promotion, training or any other benefit will be made objectively and without unlawful discrimination.

## Values

HDR UK's values guide how we work together within HDR UK and with our partners and other stakeholders:

1. **Transparency:** we will share information, insights, and innovations so that we learn faster together.

2. **Optimism:** we believe that we can make things better, that we can do things differently and that we can overcome challenges to create a new and thriving health data ecosystem that benefits patients and the public, the NHS, scientific discovery and industry.
3. **Respect:** we deliver better results when we work in a truly interdisciplinary way. We listen, share, and respect a diversity of thought and opinion, perspective, and experience. We are inclusive - leveraging and fairly attributing the expertise and capabilities of others.
4. **Courage:** we are leading the way and will be prepared to try new things, take risks, embrace ambiguity, and challenge the status quo. We will contribute opinions to shape the future of health data research.
5. **Humility:** we have a lot to learn from others; and aim to be free from pride and arrogance.

## Safeguarding

HDR UK is committed to robust safeguarding policies, we expect everyone who works with us to share our commitment to safeguarding.