



Job description

Communications and Stakeholder Manager (Collaboration for Wellbeing and Health)

Permanent contract, the Health Foundation

Accountable to: Assistant Director of Communications (as line manager) and Senior Strategy and Engagement Manager (for the Collaboration)

Salary: £49,887- £53,932 per annum (L16)

Hours per week: 37.5 (full-time)

London based.

About the Health Foundation

We are an independent charity committed to bringing about better health and health care for people in the UK.

We want people in the UK to live healthier lives and have access to high quality health care. We do this by:

- promoting healthy lives for all
- understanding the quality of health and care
- supporting health care improvement
- working to make health and care services more sustainable.

We use the insights from this work to work to inform national policy and local action on health and health care. Find out more: www.health.org.uk

The Collaboration for Wellbeing and Health

The Collaboration for Wellbeing and Health is an ambitious initiative designed to address the wider determinants of health by taking action on both policy and practice in the UK

As part of the Health Foundation's strategy to [improve health](#), the Foundation has been working with partner organisations to establish the Collaboration to take collective action to address the wider determinants of health – the cultural, political, economic, commercial and environmental factors that shape the conditions in which people are born, grow, live, work and age.

The Health Foundation has funded a secretariat, called the integrator unit, to support the Collaboration through a discovery phase. As part of this discovery phase, the integrator unit is leading work to develop the future operating model for the Collaboration and the integrator unit, and its relationship to the partner organisations. Alongside the development work, the integrator unit team is supporting the ongoing work of the Collaboration, as well as scoping out new areas of focus for the Collaboration.

Please read the job pack to find out more about the Collaboration for Wellbeing and Health.

Purpose of the role

The postholder will be a communications professional in the integrator unit. You will be a core part of a small team that is leading the development of the Collaboration, and you will also be linked in to, and supported by, the Health Foundation's communications team. It is an exciting time for the initiative, and the postholder will be flexible and adaptable to the changing needs as the initiative develops and progresses.

The postholder will take the lead on designing and developing the communications function and communications strategy for the Collaboration.

The postholder will also oversee communications and stakeholder activity in support of the Collaboration's objectives including working closely to coordinate and maximise members' strategic communications and influencing activity.

Ensuring the Collaboration develops products and strategies that will support practitioners, policy makers and communities to address the wider determinants of health will also be part of the role.

Key responsibilities and outcomes

Overall strategy

- Design, develop and deliver an overarching communications and stakeholder strategy in support of the Collaboration for Wellbeing and Health, which is bought into by members of the Collaboration and which directly contributes to its impact.
- Develop an operating model for how the communications function within the integrator unit will support the ongoing strategic communications activity of the Collaboration for Wellbeing and Health, including how the impact of communications activity will be measured.
- Lead the development of any required branding work in support of the Collaboration, ensuring appropriate alignment with the Health Foundation and other members' brands.
- Oversee and develop messages and content in support of the Collaboration and its aims and objectives.

Integrated communications and product development

- Working with the Senior Strategy and Engagement Manager, develop products and strategies, informed by insight, research and engagement, that will support practitioners, policy makers and communities to address the wider determinants of health.

- Develop and deliver individual integrated communications strategies and plans to support the ongoing work of the Collaboration, which coordinate, choreograph and amplify communications activity of the member organisations in support of the Collaboration's aims and objectives.
- Commissioning and overseeing the work of external agencies, suppliers and freelancers, including writing detailed and accurate briefs and ensuring contracted deliverables are achieved.

Stakeholder and membership engagement

- Work with the Senior Strategy and Engagement Manager to develop and implement a membership communications infrastructure and strategy to ensure joined up working between members of the Collaboration.
- Work with the Senior Strategy and Engagement Manager to ensure an effective programme of stakeholder engagement is in place to support the work of the Collaboration.
- Develop and deliver a strategic approach to engaging and maintaining senior stakeholder relationships to support the Collaboration.
- Overall responsibility for ensuring an effective and coherent stakeholder management and communications infrastructure is developed and managed in support of the Collaboration.

Best practice and knowledge

- Develop knowledge, and stay up to date, on best practice and theory on how to create social change through collective impact work. Ensure this knowledge informs the ongoing communications strategy of the Collaboration.
- Develop knowledge, and stay up to date, on theory on the wider determinants of health. Ensure this knowledge informs the ongoing communications and influencing activity of the Collaboration.

Corporate/organisational

- Participate in Health Foundation corporate activities such as staff meetings, awaydays, development programmes and events.
- The post holder will at all times aim to embed our key behaviours - Working together, achieving impact, discovering and learning – in all aspects of their day to day delivery in the role.

Person specification

Criteria	Assessment (Application, Interview, Test)	E/D
Educated to degree level, or with equivalent professional experience.	A	E
A relevant professional qualification, such as the CIM or CIPR diploma, would also be an advantage.	A	D
Achieving impact - track record of leading the development and implementation of successful integrated communications strategies/campaigns to bring about social change (including policy change).	A/I/T	E
Experience of working in a complex programme, project, network or collaboration with multiple partners, ideally in the social sector.	A/I/T	E
Demonstrable experience of directly influencing external senior stakeholders to achieve agreed objectives.	A/I/T	E
Demonstrable experience of influencing debate and policy development, and of working in a policy context.	A/I	E
Experience of commissioning communications and marketing agency support and effectively managing suppliers to ensure delivery.	A/I	E
Able to operate comfortably and make effective progress on communications objectives in an emergent context. Able to translate fluid or complex objectives into clear work packages to enable delivery.	A/I	E
Practical and theoretical knowledge of a good range of integrated communications approaches such as digital, market research, marketing communications, membership marketing, branding, public affairs, community engagement, stakeholder engagement, events and editorial.	A/I/T	E
Working together - Ability to think and work across multiple organisational and stakeholder perspectives. Naturally collaborative, with strong relationship management skills – including excellent interpersonal and communications skills. Confident navigating both the formal and informal dimensions of partnership working.	A/I	E
Creative, yet practical and highly organised. Combining skills in both strategy development and day-to-day delivery.	A/I	E
Ability to foresee and trouble shoot problems - identifying key issues and potential solutions from data and information presented, extracting learning and identifying relevance to different audiences and stakeholders.	A/I	E

Discovering and learning - Ability to analyse, synthesise and communicate complex and technical information, including market research, to shape products and effective communication strategies.	A/I	E
Excellent written and verbal communication skills, with a strong eye for detail. Able to develop compelling key messages and to write and edit for different audiences.	A/I/T	E
Discovering and learning - Awareness of best practice and theory on how to create wider change through collective impact work and or theory on the wider determinants of health.	A/I	D
Commitment to diversity and inclusion - A commitment to diversity and inclusion in the workplace and in service delivery.	A/I	E