

# Media & Communications Manager

Candidate brief

May 2024 | Reference MCM04/2024

# About us

The Nuffield Trust is an independent health charity. We aim to improve the quality of health care and health policy in the UK by providing evidence-based research and policy analysis and informing and generating debate.

## Vision

We want to help achieve a high-quality health and social care system that improves the health and care of people in the UK.

We set out to do this by:

- Improving the evidence base that leads to better care by undertaking rigorous applied research and policy analysis.
- Using our independence to provide expert commentary, analysis and scrutiny of policy and practice.
- Bringing together policymakers, practitioners and others to develop solutions to the challenges facing the health and social care system.

We will be grounded in the practical implications of policy-making, working closely with NHS staff and policymakers to identify solutions. Above all, we aim to be a trusted and respected voice at a time of unprecedented challenge to the NHS and social care system.

## Values

In everything we do, we strive to be:

- Independent and free from vested interests.
- Rigorous, robust and evidence-based in the work we undertake.
- Relevant, supportive but also challenging when we need to be.
- Open and engaging with all those we come into contact with.
- An organisation that makes a difference to the quality of policymaking and practice in the UK.

## Current work programme

Our work programme focuses on a range of core topic areas, all of which are crucial to the long-term sustainability of health and care in the UK.

Our work programme is constantly evolving to keep pace with the changing policy environment, and our assessment of where our skills and knowledge could make a real difference to policy and the lives of patients, the public, and those who deliver health and care services. Our communications team plays a central role in promoting our expertise on

how health and social care services have been affected, whether through media opportunities, events, digital content, or public affairs activities.

## **Our organisation**

The Nuffield Trust has 50 employees and an annual income of around £4m generated from our endowment and externally funded work. The organisation has three directorates that work closely and collaboratively to support the work of the Nuffield Trust.

Our web site (<https://www.nuffieldtrust.org.uk/>) contains details of the range and depth of our research, policy, and commentary work.

# Job description

## Purpose

This is a crucial and strategically important role in the Nuffield Trust's communications team. You will provide day-to-day leadership of our press office and media operations, developing and maintaining strong relationships with journalists, spotting and highlighting stories in Nuffield Trust research and working with staff to develop coherent and consistent organisational perspectives for use with media.

You will also hold responsibility for social media, developing and overseeing our social media strategy and social media policy, as well as working with colleagues across the team to manage relationship with wider stakeholders and plan and deliver high-quality communications and dissemination strategies.

You will be part of a dynamic and high-performing Communications Department, made up of professionals in media relations and public affairs, digital communications, marketing, publishing, and events management. This is a critical and central role for the organisation, working with people at all levels, including regular work supporting and briefing the Chief Executive, Directors, and the wide range of Nuffield Trust experts. You will be required to take on significant responsibility for the communications elements of many of our major work programmes.

We are looking for candidates with experience of managing a busy press office or as a journalist, comfortable working alongside organisational leaders to develop thoughtful approaches to the communications elements of complex policy and/or research projects. We want someone who can hit the ground running, so an interest in health and social care policy is vital – but the ability to work with and communicate complex policy and research, often under time pressure and to tight deadlines, is more important than in-depth knowledge or experience of the NHS or health policy.

You will report into the Director of Communications and will have line management responsibility for the Media & Communications Officer.

## Main responsibilities

Raise the Nuffield Trust's profile in the media.

- Provide a first-rate media relations and news information service, responding to media and other influencer audience enquiries and coverage, briefing journalists proactively via phone, in person and electronically, drafting reactive statements and letters for publication, and ensuring media interventions are timely and high-quality.

- Pick out news stories and compelling narratives from emergent Nuffield Trust research and analysis, identifying fresh angles and creating high profile and impactful media coverage from them.
- Work closely with senior colleagues, including the Chief Executive, Directors, and topic experts across the organisation, to develop proactive media messages on Nuffield Trust work, drafting press releases and communications plans for report launches and other outputs.
- Support Nuffield Trust experts to take full advantage of media and social media opportunities, training and developing them, preparing them for broadcast interviews, and working with them to craft impactful responses whilst respecting and supporting their wider research programme.
- Help to shape the organisation's viewpoint and public facing narrative on policy developments by working with senior colleagues to develop powerful and accurate messaging on key health and care issues.
- Identify strategic opportunities to raise the Nuffield Trust's profile through responses to key external events, building relationships with key journalists and commentators and planning and executing launches and other interventions.
- Provide line management, on-the-job training, and day-to-day support and supervision to the Media & Communications Officer.
- Manage and oversee the press office on-call rota, which involves being an out-of-hours contact for one week in every four.
- Manage contracts with relevant suppliers, for example our media monitoring agency and media titles.

Play a leading role in promoting the Nuffield Trust to key external audiences.

- Ensure that key influencer audiences, including the media and wider stakeholders, are informed of our research and other activities, and that they are aware of our policy recommendations. This will involve leading or facilitating face-to-face, telephone, or online briefings with key staff.
- Play a prominent role in identifying and developing opportunities for getting our research across to key influencer audiences effectively.
- Analyse, monitor and forward plan information in order to develop timely reactive plans, such as comment, statements and briefings.
- Work across the team to maintain a database of key stakeholder contacts, overseeing the dissemination of Nuffield Trust research to these audiences.

Manage the Nuffield Trust's social media presence.

- Develop, review, and refine our approach to social media, keeping abreast of developments across different platforms and identifying opportunities to use social media effectively to disseminate the organisation's varied work.
- Develop ideas for creative promotion of our work online, including through videos, animations, livestreams, and other digital outlets.
- Support the Media & Communications Officer in ensuring a steady stream of content for social media, including scheduled content out of hours.
- Work closely with the Digital & Design Manager to devise creative social media summaries of our work.
- Provide support and development to staff around the organisation to develop and maintain their own work social media profiles; reviewing and developing the social media policy and providing advice and guidance.

Contribute to the upkeep of the Communication Department's systems and information resources.

- Respond promptly to requests for information from the Director of Communications, Leadership Team, or Chief Executive, including by routinely collecting and providing key performance indicators for use in Board papers and other outputs.
- Investigate ways to test and research the quality of our media relations and public affairs activities with our target audiences through regular market research.
- Manage our media budget, sourcing suppliers, and working with the finance team to ensure invoices are prepared promptly and that budgets are monitored.

Contribute to the Trust's values.

- Uphold the ethos of the Nuffield Trust, demonstrating a commitment to our principles of objectivity and equal opportunities.
- Understand and apply the principles of good research and information governance and abide by the Nuffield Trust research policies.
- Undertake any other duties which may reasonably be required in furtherance of the objectives of the Trust.

## Person specification

### Experience

- Experience either of managing a busy press office or of working as a journalist, leading on developing and maintaining relationships with a wide range of correspondents, editors, producers, and reporters.

- Experience of working on reactive communications in a fast-paced policy environment, securing high profile media coverage on a range of policy or research issues.
- Experience of deploying social media as a core tool to communicate complex ideas in an impactful way.
- Demonstrable success in devising, implementing, and evaluating strategic communications plans.
- A solid set of contacts across the UK news and specialist media is highly desirable, and the ability to develop and maintain contacts is essential.
- A broader awareness and interest in health and social care policy and in politics.
- Experience of nurturing and developing people, either as a line manager or with responsibility for overseeing staff.

## **Skills and abilities**

- Excellent analytical skills, with the ability to understand complex information quickly and to support experts in communicating effectively to a lay or generalist audience.
- Excellent written communications skills, including the ability to write and proof-read concise, engaging content.
- Excellent journalistic skills with a first-rate news sense. This includes the ability to spot a news angle or story in a complex or in-depth piece of research and the skill and tenacity to work the story up into a successful media result.
- Persuasive and confident manner in dealing with colleagues, journalists, stakeholders, and suppliers.
- Resilient and able to cope with periods of intensive working, with the ability to work quickly under pressure, to tight deadlines, often without close supervision.
- A high level of technical ability with Microsoft 365 and related software (Word PowerPoint, Excel) and Adobe Acrobat.

## **Knowledge**

- Good knowledge and a passion for the UK's national, broadcast, online and preferably health trade media.
- Knowledge of different ways to secure coverage, and an understanding of the pros and cons of different media handling approaches.
- Demonstrable knowledge of using social media in a news environment, with an understanding of how social media has affected the information environment.
- An interest in, and developing experience of, the use of AI tools in communications and/or research.
- Good knowledge of the workings of Parliament and the development of legislation and policy is desirable.
- An interest in and passion for politics and public policy.

## Personal qualities

- An entrepreneurial and proactive approach, with the drive and determination to achieve high-profile and impactful media coverage.
- A tenacious and inquisitive approach to identifying the stories contained within data, research, and analysis.
- An excellent storyteller with a passion for converting research into compelling stories and narratives.
- Ability to solve problems, work calmly and effectively under pressure and propose practical solutions when faced with difficulties.
- Ability to work systematically on a number of tasks simultaneously and then deliver to deadline.
- Strong interpersonal skills, demonstrating tact, diplomacy and the ability and desire to work as part of an integrated and friendly team.
- A commitment to equal opportunities.

All staff may be asked to undertake other duties and responsibilities appropriate to their level, as determined by their Line Manager, on an occasional basis. This role will require work to be carried out at unusual times of the day as and when media deadlines and opportunities arise. The expectation is that the postholder will balance this successfully, making use of the Nuffield Trust's flexible working policy.

This Job Description reflects the requirements of the post at the time of writing. The needs and circumstances may change over time and therefore the Job Description may need to be reviewed in the light of any such changes which may occur.



## Health and safety

Employees of the Trust are required to be aware of, and observe fully, the employee duties under the Health and Safety at Work Act and to observe all Nuffield Trust policies related to health and safety and risk management.

## Data protection

Disclosures of confidential information or disclosures of any data of a personal nature can result in prosecution for an offence under Data Protection Legislation or an action for civil damages under the same Legislation in addition to any disciplinary action taken by the Trust, which might include dismissal.

## Diversity, equity, and inclusion

The Nuffield Trust is committed to ensuring equity for its employees and job applicants and will value and respect their diversity. We recognise that everyone has a contribution to make, and we aim to ensure that all staff, Trustees, volunteers, organisations, and individuals with whom we have contact will be treated fairly and in an unbiased way. The Nuffield Trust is committed to actively promoting equity and diversity and will work to address unfair treatment, discrimination and prejudice where found within the workplace and in its work. We will work within the current legislative framework to promote best practice. This includes making every effort to accommodate reasonable adjustments needed to support people with their work.

To ensure the continued development of equity and diversity, all applicants are asked to provide information about how they identify themselves as part of the application process. You are not obliged to answer the questions, however, the more information you supply, the more effective our monitoring will be. If you choose not to answer any or all of the questions, it will not affect your application. Any information you do supply is kept strictly confidential and will be used solely for monitoring purposes. The selection panel will not see this information.

You are encouraged to communicate any reasonable adjustments we can make to support your application.

## Benefits

The Trust offers a competitive benefits package including a defined contribution pension scheme (with 14% employer contribution), death in service insurance and an Employee Assistance Programme. Eligible employees also have access to a number of other benefits including

interest-free travel loans, a cycle to work scheme, and enhanced maternity, paternity and parental leave pay.

We operate a hybrid working policy which supports a mix of office and remote working. Annual leave is 28 days per year in addition to Bank Holidays. This rises to 30 days per year on completion of 5 years' service with the Trust. All leave is calculated pro rata for part-time positions.

The Trust also encourages personal development and training programmes for all its employees.

## Terms of appointment

This is a full time (35 hours per week) permanent appointment based in central London. Some periodic travel will be required. Flexitime is available to all staff and further flexible working requests, for example compressed hours, will be considered.

The salary this position is £50,500 per annum.

The appointment will be subject to receipt of two satisfactory references and evidence of the right to work in the UK.

## Application and selection process

Candidates wishing to apply should submit a detailed CV and complete the [Trust's Application Form](#) via the online web portal.

Any queries should be directed to


Email: [recruitment@nuffieldtrust.org.uk](mailto:recruitment@nuffieldtrust.org.uk)

The closing date for applications is 23:59 on Tuesday 18 June 2024.


Shortlisted candidates will be invited for interview in London on Tuesday 25 or Thursday 27 June.

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 For more information about Nuffield Trust, including details of our latest research and analysis, please visit [www.nuffieldtrust.org.uk](http://www.nuffieldtrust.org.uk)

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