

IBD REGISTRY COMMUNICATIONS & PUBLICATIONS MANAGER

JOB CONTEXT

The IBD Registry is the first and largest repository of UK IBD data, and our mission is to provide better understanding based on data, to enable better treatments, better medicine, and better information for clinicians and for patients. We're looking for a motivated and organised Communications and Publications Manager to lead and be responsible for raising and maintaining our profile, communicating up to date messaging and increasing our key stakeholder numbers including, clinicians, nurses and industry.

You will be an organised, enthusiastic and innovative person with previous experience in a similar communications role. You will be a first-class communicator who is able to create great relationships with people at all levels. You'll be digitally knowledgeable and have exceptional writing and IT skills, including familiarity with design software. Previous experience of working in healthcare would be an advantage but is not essential.

More information about our organisation can be found on our website: www.ibdregistry.org.uk

JOB TITLE

Communications & Publications Manager

MAIN DUTIES

The Communications & Publications Manager will be primarily responsible for leading joined-up, proactive and comprehensive internal and external communications through a variety of channels across our healthcare audiences. This will include telling compelling stories; driving key projects, campaigns and initiatives; as well as leading change communications related to a major redevelopment programme for our service to hospitals. The IBD Registry is embarking on an exciting expansion, including the launch a drug safety monitoring system, as well as new support services and tools for hospitals. We rely on positive engagement with clinical teams across the UK for the data at the heart of our Registry, and this new role is key in ensuring and growing that engagement.

REPORTING AND KEY RELATIONSHIPS

The role reports to the Client Operations Manager and has key relationships with the Head of Research & Pharmacovigilance, also the CEO and the Finance & Business Manager.

ROLES AND RESPONSIBILITIES

Strategic Communications

1. To develop and implement effective communications strategies that build stakeholder loyalty, organisation awareness and client (especially clinical) satisfaction
2. Plan and manage the production of marketing materials in support of our strategic plan, including liaising and managing third party suppliers involved in this

3. Responsibility for planning annual timetable of engagement at relevant events, including coordinating the deliverables and people we need in place for successful participation outcome
4. Propose and create communications vehicles that appropriately demonstrate our value proposition -whether case studies, filmed vox pops, key quotes, etc
5. Produce regular and agreed reports on communications plans and progress as input to the senior team

Data Handling and Information Governance

6. To maintain the client mailing lists (including Mailchimp), ensuring that they are up-to-date and synchronised with the client CRM at all times.
7. To ensure that client details are protected and administered within Information Governance policies and procedures
8. To be the Information Asset Owner for the client-related details and data, undertaking and passing each year the required Information Governance training
9. To understand IBD Registry Information Governance and Data Security policies and procedures and to ensure that all data processing activities (client and otherwise) comply with these.

Client communications

10. Lead on the design of accurate, engaging and focussed site support materials, including their optimal delivery channel(s).
11. To provide content and to coordinate the specialist content for regular communications using a variety of channels (e.g. newsletters, website, twitter, social media) and outputs with stakeholder organisations.
12. To proactively identify and raise points where client communication may be required or helpful, on any issue

Other

13. An awareness of Health and Safety legislation, demonstrated in safeguarding the actions of both yourself and others at all times
14. To work within company policies and procedures at all times, proactively raising suggestions for improvement where-ever seen, and writing procedures or supplying content for them where required and requested.
15. To maintain appropriate records and logs as may be required (proactively suggesting if none) so that there is a followable trail of information
16. Any other duties as may be reasonably expected and are commensurate with the level of the post.

PERSON SPECIFICATION:

1 Degree-qualified in a relevant subject, or demonstrable relevant experience in communications and marketing
2 Demonstrable proficiency in the effective use of multi-channel and multi-material marketing
3 Demonstrable understanding of impactful messaging and the ability to craft such messages for a variety of media (e.g. letters, tweets, website, emails, etc.)
4 Experience in planning impactful event participation essential (e.g. pharmaceutical or medical events); experience in planning and managing own events desirable (e.g. regional meetings and workshops)
5. Organised and methodical, with strong time management and work planning skills, including the ability to be flexible where the team schedule requires it
6. Innovative and active problem-solver, open to new learning and continuous self-development
7. Strong team-working skills, with a collaborative approach to working.
8. Excellent interpersonal skills, written and spoken
9. Medical and/or pharmaceutical company experience in a customer facing role highly desirable but not essential
10. Understanding of regulations in the context of marketing desirable but not essential (training will be given)

Approximate time allocation within role

Communications and marketing	90%
Project Management & Leadership	5%
Team/Organisational Working	5%

SALARY AND OTHER DETAILS

This is a part time role of 20 hours per week (could be worked over 3 or 4 days) and offering a salary of **£32,000 - 35,000 FTE** (£16,000 – 17,500 pro rata).

(The proficient salary is £35,000; the appointment may be at an initial salary level (90 or 95% of the proficient salary) or at the proficient salary, depending upon skills and abilities as assessed during the recruitment process).

We offer 25 days holiday each year plus 8 Bank Holidays (all FTE, pro-rata for part time); a 5% employer's contribution to your pension.

Our fulltime working week is 40 hours/week; there is a lot of flexibility for this part time role to be worked to fit around other commitments if wished.

We are a young growing company, and so there is great scope for skills development and real career development opportunity.

KEY DATES AND HOW TO APPLY

You must have the right to work in the UK. Please do not apply if you do not.

- Closing date for applications: **Monday 18th March 2019 @ 9am**
- Interview dates: **Wednesday 20th -Friday 22nd March** (evening also possible -see below).
- Please be prepared for an interview on these days when you apply.

Please indicate in your return email if you cannot attend a certain day, and if you have a preference for a morning, afternoon, or if evening is required, please let us know (we cannot guarantee we can meet your preference but it helps us to know)

We will be shortlisting and inviting for interview in the morning of **Monday 18th March**; we will inform you if you have not been invited for interview.

Interviews will be at our offices in Epsom, only minutes from the station within a bright modern complex including library, cafes and restaurants. Epsom itself is only 30 minutes train journey from Waterloo, Victoria and Blackfriars, 15 minutes from Wimbledon.

HOW TO APPLY

To apply, all candidates are required to complete and submit the following:

- **your CV** (maximum 2 pages), including details of your education
- **a covering letter** (maximum 2 pages) covering three points: why you are the right candidate for this role; how you fit the Person Specification, plus details of your current salary package and notice period, and contact details of two referees including the context in which they know you (one of these should be your current or most recent employer)

(Please note that we will not accept applications that are just a generic CV)

We can only accept applications from candidates who have the right to work in the UK.

If you have any questions, or would like to talk with us beforehand, please email Katie Gray on finance@ibdregistry.org.uk (also for a talk - so that we can arrange a time for a conversation).

Your referees may be contacted prior to a final decision being made, and only after you have attended the interview and with your permission.

An employment decision and offer of employment will be made promptly. We will be looking for the successful candidate to start as soon as possible.

This document describes the main elements of the job. This a new role in a young organisation and this description is a guide to the expectations and main duties as we understand them currently, but it is not intended as a wholly comprehensive or permanent schedule and is not part of the contract of employment. This document is subject to review on an on-going basis.