

## Communications and Engagement Manager

### About us

There are approx. 500,000 people in the UK with inflammatory bowel disease (IBD), which can be debilitating and difficult to manage and is still not well understood. The most common forms of IBD, that most people have heard of, are Crohn's disease and ulcerative colitis. Our mission is to provide better understanding of IBD, based on data, to improve care of and treatments for patients, better information for clinicians and other stakeholders, with the aim throughout of improving outcomes for patients.

We're the largest repository of UK IBD data in the UK, but we're also a young and dynamic not-for-profit company founded just two years ago from a long-running project within the BSG (British Society of Gastroenterology). We're fast re-shaping the way we serve our clinical stakeholders and patients by harnessing the best of the technologies available to us collect data and deliver results, and we've doubled our size in just two years (and still growing). We are deeply involved in the fast-moving and exciting area of health data, and the technologies that underpin and transform that data. We're a small and highly collaborative team, but we work with the biggest: with hospitals, doctors and nurses across the UK; with drug studies and pharmaceutical industry, with the NHS, with key Universities. Although now independent, we are owned and governed by the BSG, the Royal College of Physicians (RCP) and Crohn's & Colitis UK; all of which give us further strong and close working relationships.

### About the role

The Communications & Engagement Manager is a senior role in our organisation, responsible for raising awareness of and driving engagement with the Registry. You will plan and drive forwards our communications strategy, leading our communications team to deliver successfully. At the heart of this are joined-up, proactive and comprehensive communications that really engage our key audiences in IBD. This includes planning and running key projects, campaigns and initiatives; as well as leading change communications related to our major redevelopment programme. You will keep a strategic outlook, keeping a radar for opportunities where we can showcase our work, demonstrate our achievements and engage with our audiences. This will involve developing positive and collaborative working relationships with our big partner organisations as well as with key other organisations in our healthcare field. Above all it involves creating the key content that will tell the compelling stories that drive our audiences engagement with us.

The IBD Registry is embarking on an exciting expansion for which we need to grow positive engagement with the people with IBD whose data we hold. We already 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 these mutually reinforcing engagements.

You will be part of a small and growing and highly collaborative team, reporting to the CEO, and working with clinical and academic data specialists and our partner organisations, including Crohn's & Colitis UK, the BSG and RCP and our current partnership with University Hospitals Cambridge for the £5M IBD Hub project for HDR UK.

## **About you**

You will be an organised, enthusiastic and innovative person with previous experience in a similar strategic 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 competence with digital communications tools. You will have a background in health related communications, and ideally an understanding of IBD or a similar disease.

You will quickly develop an understanding for our audiences that will allow appropriate creation and curation of our content, furthering engagement. You will be very comfortable with using technology in your work, and possess a flair and creativity for thinking about how digital tools can be used to promote our data-driven research and analysis. You will have great people skills, which will allow you to work constructively within our team to summarise key messages from our data work and translate these into the best digital outputs, as well as working with external partners on mutually beneficial communications work. While this is a senior role, we are a small company and you will be a hands-on 'do-er' as well as a leader.

You will be able to meet deadlines, work under pressure and juggle multiple priorities without compromising your keen attention to detail and high level of accuracy. Ideally, you will have come from the healthcare or pharmaceutical industries, or a sector where you have gained experience of delivering messages related to improving people's health.

Your most important attributes will be your readiness and ability to learn, your 'can do' mindset coupled with a rigour of thinking and attention to details. Above all, you need to believe in our mission and want to join us to make a difference: our small team makes a big difference in IBD across the UK and this needs to be more than 'just a job' for you.

More information about our organisation can be found on our website:  
[www.ibdregistry.org.uk](http://www.ibdregistry.org.uk)

## **Job Title**

Communications & Engagement Manager

## **Reporting and key relationships**

The role reports to the CEO and has key relationships with the Workstream Leads.

## **Key responsibilities**

### **Leadership and Management**

1. Responsible for the successful delivery of our communications programme, managing our communications team to achieve this
2. Propose, develop and implement effective communications strategies that deliver our key messages, build stakeholder loyalty, key audience engagement and organisation awareness
3. Maintain a regular review or radar for upcoming events and publicity and communications opportunities, widening our network of professional contacts in doing so.
4. Maintain good relations with our partners to ensure opportunities for collaborative communications are identified and exploited
5. Lead and manage the engagement with our key Patient Advisory Group, ensuring meetings are prepared for and smoothly run. Extend this to other opportunities for patient engagement that may arise and are agreed.
6. Produce regular and agreed reports on measurable targets, communications plans and progress to the CEO

### **Content and Digital Delivery**

1. Build into our digital delivery activities for increasing engagement, especially that results in patient consent, and track and report on these as part of the performance reporting.
2. Lead on the creation of compelling content, including copy, graphics, layout that works together to deliver the message appropriately. This includes content for key opportunities with external audiences as well as our ongoing newsletters and other regular communications.
3. Deliver across our digital channels in ways that present our work to our audiences in an accessible way with increased awareness and understanding of the Registry and what we do for the IBD community
4. Take an active internal communications role, working with the team to create collect and collate content as required for regular communications. Play an active role in team meetings, collecting deadlines and opportunities for communicating team data results outwards, and informing the team inwards of external opportunities that can showcase our data
5. Help to grow and embed our digital brand in all we do, working within our quality assurance process to ensure consistency in messages coming from different internal sources or going out across different platforms

6. Ensure that the website up-to-date and concurrent with plans and activities, especially ensuring that the main landing pages have fresh content and time-limited content is updated promptly
7. Use your social media, newsletter and website skills in combination to produce compelling tweets and newsletter content that link to and balance appropriately with website news, blogs and page updates
8. Working with the team, develop and deliver on a plan for regular and engaging social media postings, as well as news and changes in response to events arising our data analytics results. Ensure an active watch on the twitter account, keeping the senior team informed of significant problems that might jeopardise the wellbeing of the organisation.

### **Events and Publications**

1. Working with the team, review and plan the ongoing annual timetable for our key external events
2. Plan for and ensure the elements needed for successful execution of an event plan, and report post-event to the CEO on measurable objectives achieved.
3. Support the development of formal written publications, often delivered at or released at events; supporting the specialist staff in content creation and collation into publications as required.

### **Information Governance, Data Security and Compliance**

1. Understand our IBD Registry Information Governance and Data Security (IG & DS) policies and procedures and ensure the effective implementation of these in our digital communications
2. Be the Information Asset Owner for the communications related personal data, undertaking and passing each year the required Information Governance training
3. Undertake the audit trail information on access to the communications systems and monitor for any inappropriate activity or inactive usernames.
4. Ensure compliance with accessibility requirements and best practice in website and other forms of digital communications

### **Other**

5. Manage the planned delivery of work from members of and contributors the comms team, ensuring quality of output and effective use of time in delivery

6. Ensure value-for-money in time spent on communications activities, remembering at all times we are a not-for-profit with limited means
7. An awareness of Health and Safety legislation, demonstrated in safeguarding the actions of both yourself and others at all times
8. Work within company policies and procedures at all times, proactively raising suggestions for improvement where-ever seen.
9. Maintain appropriate records and logs as may be required (proactively suggesting if none) so that there is a followable trail of information
10. Provide appropriate and timely reports to management as required
11. Deputise for key staff members as may be required
12. Any other duties as may be reasonably expected and are commensurate with the level of the post.

## **Person specification**

### **Qualifications:**

- Degree-educated or equivalent. An interest in numeric subjects is needed to enable understanding of the data results we are communicating, ideally as a reasonable academic/school record in maths, statistics, and science subjects

### **Experience in digital communications (minimum of 5 year):**

- Demonstrable relevant experience in communications and engagement, including working with key external stakeholders and reporting internally at a senior management level
- Strong and demonstrable track record in increasing audience engagement, and translating engagement into action
- 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)
- Confidence and competence in quick production of content, whether simple paragraphs for newsletters or longer and more complex academic-style reports
- Experience and competence in digital communications tools and technologies, (e.g. WordPress, MailChimp and Canva) and in digital communications design, especially infographics and innovative presentation media for communicating data-driven results
- Organised, able to plan work and deliver to plan on time

- Methodical, organised and accurate, with attention to detail
- Excellent written and verbal communications skills
- Innovative and pro-active problem-solver
- Confident with using technology throughout our work
- Experience of working in a sector related to our work: health, healthcare communications, pharmaceutical, medical products
- Experience or understanding of inflammatory bowel disease

### **Salary and other details**

This is a permanent role for **24 hours/week** (to be worked over 4 - 5 days/week) and offering a salary between **£35,000 and £37,000 FTE** (40 hours) depending on relevant skills and experience.

This will be a hybrid role: part home/part office. We have been working remotely during the past year of COVID-19, and are now looking to embed our learnings from this time into company-wide home/work balance. You must live in the UK, and be able to come to (expected) monthly company meetings (Epsom and/or London), with communications meetings weekly (these may be in the office or remotely, to be discussed).

We make appointments at an initial salary level (90 or 95% of the proficient salary) or at the depending upon skills and abilities as assessed during the recruitment process. On successful completion of probationary period, proficient salary will be re-assessed).

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

Our fulltime (FTE) working week is 40 hours/week, and there may be a requirement to periodically work outside of standard office hours (usually remotely), for example, to fit in with clinical schedules.

Our office is in Epsom, only minutes from the station in brand new offices in 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.

### **Our recruitment process**

During the COVID-19 restrictions, our interviews will be by Teams video call. Additionally, the successful applicant will be fully supported to work from home for the initial period where restrictions on non-essential travel are in place. We are currently reviewing the longer-term working arrangements.

We want to appoint quickly, and we will be shortlisting and inviting to interview on a rolling weekly basis **from the 14 May, with an expected close date for applications of the 30 May 2021.**

We will close the process when we have appointed a candidate. Our interview process will involve a combination of two Teams video calls and 2-3 practical relevant tasks done offline, to allow you to demonstrate your ability in relevant key areas. This also aligns with how we work, which is very focused on end results.

## **How to apply**

To apply, all candidates are required to complete and submit our **Application Form**. This is an application form available online that asks questions in four sections: about you; about your education; about your experience; and about your fit for the role. The application form is available on our website.

Please note that we will not accept applications that are just a generic CV and that 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](mailto: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 employment. This document is subject to review on an on-going basis.*