

Job description: *Communications Lead*

Job role and purpose

As our Communications Lead, you will be responsible for delivering communications content, ensuring our communications are effective across our platforms and audiences. With the oversight of our Deputy Director Operations & Communications (DDOC), you will drive strong engagement from the health community and allow their voices to have maximum impact on public and political discourse on our key health justice issues.

This role involves working on projects with our campaign leads, across all of our programmes of work, to produce appropriate content both strategically and efficiently. It also requires working with our members – a community of people who work in health – to create content led by them and in their voices, which is vital to our communications approach.

Benefits

- 35 hour full time work week
- 25 days paid holidays (pro-rata) plus bank holidays and additional days at Christmas when the office is closed
- Employer pension contribution
- Flexible working
- Learning and development budget
- Cycle to work scheme
- A caring and supportive culture and lots of opportunities for team connection

Responsibilities

Communications production & management

- Produce and manage digital and printed media content – including for our website, social media, reports and other printed materials – including writing, developing graphics, and creating video content
- Harness the skills and capacity in the team for communications projects, alongside external expertise as required
- Manage website content using our Wordpress content management system (CMS), uploading new content and reviewing existing content for required updates
- Design and deliver mass emails to our supporters, support other staff to do the same, using our CiviCRM customer relationship management (CRM) system
- Work with staff and volunteer members to ensure strategic communications are effectively built into project and campaign plans
- Help to manage and develop internal systems for coordinating Medact's overall comms output from week-to-week and during the course of the year
- Ensure consistent use across the team of our existing house style and consistent visual branding
- Work with the DDOC to edit and co-ordinate the production of Medact's publications, working with colleagues to develop communications plans for key outputs to ensure maximum impact

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Media and stakeholder relationships

- Support colleagues to manage proactive and reactive media opportunities relevant to our campaigns, including helping to create media 'moments'
- Write and pitch press releases, comment pieces and reactive quotes, and field enquiries from journalists
- Proactively seek opportunities to bring the perspective and voice of Medact and its members to public conversations around our key issues – maintaining and expanding contacts with relevant traditional, new and specialist media
- Support Medact's spokespeople with media appearances, including providing media skills training and supporting preparation where needed in advance of major interviews, and further develop a Medact spokesperson network
- Deliver Medact's spokesperson training sessions to member groups as needed

Communications strategy

- Input into the development of Medact's Communications Strategy to better advance our mission, values and overall strategic objectives by growing our reach and influence among key audiences
- Champion the delivery of our Communications Strategy, supporting colleagues to understand how it strengthens their work and weaves a common thread between all of our activities, based on a commitment to health equity and justice
- Assess the impact of our communications using metrics through use of our CRM and other platforms

Fundraising

- Produce communications content for our individual giving fundraising programme
- Help to manage individual giving campaigns such as appeals
- Assist in the development of our individual giving programme, with ideas for appeals and other revenue generation activities
- Where necessary, contribute to the development of fundraising bids and writing funding reports relating to your area of work, providing communications advice to team members who are working on proposals

General

- Actively help to foster Medact's collaborative, inclusive working environment in which all staff feel valued and invested; and in which we support each other to work effectively while maintaining a healthy work-life balance
- Attend and contribute to regular and special team meetings and discussions; play an active role in development of joint projects and strategies
- Actively share skills and knowledge with colleagues to support mutual learning and development
- Help to maintain our CRM database, using it to track member activity and engagement, and logging interactions with members
- Ensure that all of your work, including engagement with colleagues, our movement, and other stakeholders, is consistent with principles of anti-oppression and health equity.

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Person specification

Essential

- An interest in and understanding of health justice and specific experience of communicating on issues of health equity and justice, abolition and anti-racism
- Experience in developing strategic communications that build a clear sense of organisational identity and deliver on organisational objectives, and of assessing the effectiveness of these communications
- Proven ability to develop effective communications content tailored to specific audiences; experience working with grassroots groups or volunteers to do the same
- A clear understanding of the use and value of traditional, social, and specialist media in a campaigning context, and ability to support others to use these media both proactively and reactively to achieve campaigning impact
- Experience monitoring and analysing performance data from digital communication channels
- An eye for coherent visual branding; familiarity with producing graphics and audio-visuals, (e.g. infographics, data visualisation, video) or in guiding others to do so
- A team player with excellent listening skills, including strong ability to build consensus and bring others onboard with an idea or project
- Ability to manage own time, and prioritise effectively between competing demands in response to quickly-changing situations

Desirable

- Experience of working with health workers, a health audience or specialist health press, and understanding of the unique role that health workers play in the struggle for a more equal, more peaceful world
- Experience providing training to others, either in a professional or voluntary context
- One or more of: experience in individual-giving fundraising communication; video production skills and experience; an active network of press and media contacts