



CENTRE for
SUSTAINABLE
HEALTHCARE
inspire • empower • transform



December, 2020

Centre for Sustainable Healthcare is recruiting

Green Space for Health Communications and Engagement Officer

Fulltime, February 2021 (or asap thereafter) – March 2022 with potential to extend. Salary: £30,000 pa (plus contributory pension).

The Centre for Sustainable Healthcare inspires and empowers people to transform healthcare for a sustainable future. We collaborate with partners inside and outside healthcare to engage professionals, patients and the wider community in understanding the connections between health and environment, and to reduce healthcare's resource footprint.

Our Green Space for Health Programme helps to realise the value of green space for physical and mental health, both at healthcare sites and in the wider community. We support and encourage NHS sites in developing their green space for the benefit of patients, health staff and communities, while also improving biodiversity and combatting climate change. This can mean planting trees, creating therapeutic gardens, vegetable gardens, orchards, meadow areas and outdoor trails, and offering outdoor wellbeing activities.

With new funding from the Government's Green Recovery Challenge Fund, our Green Space for Health Programme is growing. The Green Recovery Challenge Fund is funded by Defra and is being delivered by The National Lottery Heritage Fund in partnership with Natural England and the Environment Agency.

As our Communications and Engagement Officer, you will work with a friendly and dynamic team to build the programme's profile, engaging with our vibrant and active network of NHS sites to support and inspire green space activity across the NHS estate, including expanding the NHS Forest. You will lead our communications strategy, overseeing the development of our programme's new and improved website, producing and disseminating its newsletter, publicising our green space work through social media and organising and promoting our annual conference and award scheme. To find out more about our green space projects, see <http://sustainablehealthcare.org.uk/what-we-do/green-space-and-health>

The Centre for Sustainable Healthcare is a registered charity based in Oxford and has been working since 2008 to help the NHS reduce its carbon footprint. The team draws on knowledge and experience from public health, clinical practice, environmental consultancy, research and public policy to develop methodologies and metrics to transform models of care. We provide strategic input and consultancy to national and local programmes.

Job Specification

As Green Space for Health Communications and Engagement Officer you will work with other team members to:

1. Oversee the redesign, relaunch and ongoing maintenance of the programme's website.
2. Produce and disseminate the programme's regular newsletter.
3. Research, write and commission material for the programme website and newsletter, including blogs, news pieces and case studies.
4. Develop, promote and run the annual NHS Forest conference and award scheme for NHS sites.
5. Generate publicity and communications for the programme, including its social media, web updates and press releases.
6. Generate and collate materials to reflect the full range of green space activity at NHS sites, including photos and videos.
7. Oversee the production of reports and other support materials for the programme.
8. Contribute to supervising and mentoring an apprentice.

Person specification

You will be an environmentally committed and digitally savvy communications specialist with the skills to communicate our programme and its mission, in a way that is visually exciting, clear and engaging. We are looking for the following skills and experience:

Essential

- Excellent written and verbal communication skills, including the ability to present ideas, arguments and information clearly and in an engaging manner in written format
- Experience in designing and delivering communications strategies
- Knowledge of creating strong brands and marketing campaigns
- Experience in overseeing website design and development and website maintenance
- Experience in managing social media channels (Twitter, Facebook, LinkedIn) and writing social media content
- Some basic experience in digital design (Adobe Photoshop, Canva) and a good understanding of the use of visuals to inspire and appeal
- Confidence in using content management systems to upload digital content
- Strong organisational and planning skills
- Demonstrable record of working flexibly and using own initiative
- Ability to build relationships across the organisation and externally
- Familiarity with issues around climate change, sustainability and health

- Ability to grasp the aims of CSH and understand the Green Space for Health Programme.

Desirable

- Experience in working with designers on the production of publications
- Experience in video production including editing.

Location

CSH is based in Oxford, UK. Staff are currently working from home. We hope to return to an office in 2021, for at least some of the time, but remote working arrangements can be considered.

To apply please email your CV and cover letter, showing how your skills and experience match this role and giving links to examples of materials you have produced, to info@sustainablehealthcare.org.uk

If you are interested in applying for more than one of the roles we have advertised in this programme, please apply separately.

- Proposed start date February 2021 or asap thereafter
- Interviews will be online on 5th February

For any questions please contact info@sustainablehealthcare.org.uk