



Green Space for Health – Communications, marketing, and engagement lead

Job description and person specification

Full time, starting ASAP (option of part-time 4 days per week).
Fixed term until 31st March 2025 (with possibility of extension)
Salary range: £31,500 - £34,000 per annum (plus contributory pension)
Working primarily remotely, with travel to monthly meetings in Oxford (travel expenses covered)

About The Centre for Sustainable Healthcare

The Centre for Sustainable Healthcare provides research, training, and strategic input to national and local health programmes. Our Clinical Transformation Programme is designed to mainstream environmental sustainability within clinical areas so that it is integral to the planning of health systems and the practice of healthcare professionals. This is supported by our work in education and in carbon modelling of clinical care. Our Green Space for Health Programme helps to realise the value of the NHS green estate for physical and mental health. We support and encourage NHS sites in developing their green space for the benefit of patients, staff and communities, while improving biodiversity and combatting climate change. One way in which we do this is through woodland creation and tree planting at NHS sites, supplying free trees and advice.

Role

This is a varied role and in 2023-2024 will see a focus on developing our narrative around Healthcare Happens Here! Specifically, we are focusing on trees and woodlands as a way to deliver the green estate as a healthcare asset. Our communications cuts across equity and health inequalities; NHS staff well-being; climate change and biodiversity.

This post sits within the NHS Forest, Trees Call to Action project. This project is funded by the Trees Call to Action Fund. The fund was developed by Defra in partnership with the Forestry Commission and is being delivered by the Heritage Fund.

As our Strategic communications, marketing and engagement lead, you will use your knowledge and expertise to ensure we are communicating for impact, reaching audiences within and outside of the NHS. You will:

1. Work collaboratively to develop a programme communications strategy with consistent messaging that inspires target audiences to get engaged and act.
2. Plan and manage a content calendar to support effective integration across our Programme.
3. Create inspiring, high-quality content that reflects the why of our work and the outcomes and impacts, including copy-writing key content and developing visuals.

4. Manage and optimise our website by ensuring it is relevant, up to date, on brand, and effective. You will enhance user journeys and accessibility of relevant content by utilising analytical tools, regularly monitoring the effectiveness of website content to improve SEO, conversion rates, and other website goals.
5. Develop and deliver email marketing strategies to drive engagement and conversion, including drafting email news and other e-content and evaluate and report back on digital marketing activities to help inform engagement and campaigning.
6. Develop effective workflows and governance for communications and marketing, ensuring brand consistency throughout all content and marketing outputs, and that best practice and protocols around data protection and consent are followed.
7. Manage enquiries and support administration as required during the tree planting season.
8. Work with the team to plan and deliver virtual events, including the annual NHS Forest Conference and other webinars; seminars or training that supports the project.
9. Develop and implement outreach and PR activities that align with the programme goals, such as increasing brand awareness, attracting new users, and building relationships with stakeholders and media contacts.
10. Undertake any other activity including outreach, as required to support the team.

We are looking for a confident communications, engagement and marketing professional with a strong, demonstrable track record of delivering successful communications activity across print and digital channels. Additionally, we are looking for someone with experience in delivering digital events.

Person specification

Essential:

Personal attributes

- A collaborative self-starter with ability to build and develop relationships with internal and external stakeholders.
- Familiarity with issues around climate change, sustainability and health and experience of translating complex information for different audiences.
- A willingness to learn, adapt and be flexible to the needs of the role.

Technical skills

- Demonstrable experience in website development, management and maintenance and use of CMS. We use wordpress so experience of using wordpress is preferred.
- Proficient in Microsoft Office applications, particularly Word, Excel, Outlook and Teams.
- Experience of graphic design (Adobe Photoshop, Canva) and a good understanding of the use of visuals to inspire and appeal including taking and editing photos.
- Experience in video production, including recording and editing events for publicity. Skilled in utilising video editing tools to independently or collaboratively create high-quality video content.
- Understanding of user journeys and how to use different channels to reach target audiences including SEO optimisation; use of google analytics and UTMs.

Other skills

- Experience in developing communications strategies; content planning and managing a content calendar.

- Strong organisational and planning skills including the ability to organise and manage virtual, hybrid and face to face events.
- Excellent written and verbal communication skills, including the ability to present ideas, arguments, and information clearly and in an engaging manner in written format.
- Training and facilitation experience.

Desirable:

- Experience in commissioning and working with external designers.
- Experience of working within the health sector.

Location

The role will require some travel within the UK for visits, meetings, and conferences. We encourage the use of sustainable travel wherever feasible. CSH is based in Oxford, UK. Staff are expected to attend office meeting days in person once a month. Travel costs for attending these meetings are reimbursed.

Appointment

This is a full-time post at a salary of £31,500 - £34,000 per annum, plus contributory pension. The appointment is for a fixed term position until 31st March 2025, with the possibility of converting to a permanent position thereafter. We are looking for a candidate to start as soon as possible. There is some flexibility to work 4 days a week for the right candidate. You will be based remotely but should be able to come to team meetings in Oxford at least once a month.

Benefits

CSH is a registered charity, and our salary levels are competitive within the charity sector. We aim to increase salaries in line with cost-of-living at least annually. Working with CSH has many additional advantages: CSH cares for every staff member as a whole person and as a valued part of the team; CSH provides support for people working in different circumstances and is flexible in terms of working patterns to accommodate individual needs.

Equal opportunities and eligibility to work in the UK

As an equal opportunities employer, The Centre for Sustainable Healthcare is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

The Centre for Sustainable Healthcare aspires to be a diverse and inclusive workplace and strongly encourages suitably qualified applicants of the global majority, people with disabilities and men to apply, as these groups are currently under-represented in the organisation.

If you require reasonable adjustments at any stage of the application process, please contact info@sustainablehealthcare.org.uk

Please note, we have a legal responsibility to ensure that all our workers and employees have the legal right to live and work in the UK. As such you may be asked to provide proof that you have the right to work in the UK.

Data Protection

CSH is committed to ensuring your data is protected and is only used in line with GDPR guidelines and we do not collect unnecessary personal data from applicants during the recruitment process. Data collected as part of the recruitment process is held securely and accessed by, and disclosed to, individuals only for the purposes of managing the recruitment exercise effectively to decide to whom to offer the job. Please see our [privacy policy](#) for more information.

How to apply

Please email a cover letter and CV to Info@sustainablehealthcare.org.uk. Your cover letter should detail how you fit the Person Specification and be no longer than two pages long. Your application will be assessed solely by how well you fit these requirements and to what extent you demonstrate your experience and/or knowledge of the tasks you will be required to complete.

- **Applications should be made by 12pm noon on 28th April 2023**
- **Interviews will take place on Tuesday 9th and Thursday 11th May between 1-4 pm**

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