



## CSH Communications Manager

- Home-based, with travel to monthly meetings in Oxford (travel expenses covered)
- Part-time (4 days per week), starting ASAP
- Salary: £34,000 per annum pro rata (plus contributory pension)
- Apply by midnight 5th July 2023, interviews will take place on 10th July 2023

### 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.

### About the role

We are looking for an experienced communications professional with a strong, demonstrable history of delivering successful communications campaigns. Your expertise should encompass team leadership and management, as you will be responsible for overseeing and guiding the work of our Green Space for Health Communications, Marketing, and Engagement Lead, as well as our Clinical Programme Communications Assistant.

As our Communications Manager, you will apply your knowledge and experience to steer powerful and effective communication campaigns, intended to engage a wide range of audiences within the health sector. This position sits within our core team and is instrumental in ensuring the alignment of our communication strategy with the broader organisational strategy of CSH.

### Responsibilities will include:

- Oversee the development of a unified communications strategy with consistent messaging that inspires target audiences to engage and act.
- Work closely with the Clinical and Green Space teams to develop programme specific communications strategies and plans. Continuously evaluate the success of these strategies, and adjusting plans as necessary to maximise impact.
- Supervise the planning and management of CSH's content calendar to ensure effective integration across our programmes.
- Oversee the creation of inspiring, high-quality content that reflects the essence and outcomes of our work, including overseeing copy-writing key content and developing visuals.
- Lead the upgrade of our website by engaging a proficient website development team, tasked with the transition from Drupal to a more modern version (Drupal 10) or alternate CMS. Review our existing microsites, and devise a plan for integrating them into our main website, or devise a maintenance plan for them. Ensure our websites are 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.

- Develop and implement email marketing strategies to drive engagement and conversion, including overseeing the drafting of email news and other e-content and evaluate and report back on digital marketing activities to help inform engagement and campaigns.
- Establish 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.
- Developing and implement a comprehensive system for tracking, reporting on, and responding to key metrics, analytics, and performance measures.
- Coordinate with the team to plan and deliver virtual events.
- Build and nurture relationships with key stakeholders, such as media, partners, clients, to enhance CSH's brand image, developing and implementing outreach and PR activities that align with the programme goals.
- Prepare and manage crisis communication strategies to protect the organisation's reputation when required.
- Develop and implement effective internal communication strategies to ensure staff are aware of CSH's objectives, successes, and changes.

## About you

### Essential skills/experience:

Personal attributes:

- A strategic leader with a proactive approach and the ability to cultivate and develop relationships with internal and external stakeholders.
- Strong understanding of issues related to climate change, sustainability, and health, with the ability to simplify and articulate complex information to a diverse range of 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. Familiarity with Drupal, Wix and WordPress is highly desirable, as these are the platforms we currently use.
- Proficient in Microsoft Office applications, particularly Word, Excel, Outlook and Teams, and efficient in task management and team collaboration.
- Experience with Customer Relationship Management (CRM) systems and processes, and ability to leverage CRM systems to optimise customer engagement and foster long-term relationships.
- Experience in 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.
- Thorough understanding of user journeys, with the ability to employ various channels for reaching target audiences. This includes expertise in SEO optimisation, and proficiency in Google Analytics and UTMs for tracking and improving user interactions.

Other skills:

- Experience in managing a small team, including line management of individual team members
- Experience in developing and executing 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.
- Good personal communication skills, including the ability to work diplomatically and empathically with others internally and externally.

### Desirable skills/ experience:

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

### How to apply

Please email a cover letter and CV to [info@sustainablehealthcare.org.uk](mailto: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 midnight 5th July 2023
- Interviews will take place on 10th July 2023

For any questions, please contact [info@sustainablehealthcare.org.uk](mailto:info@sustainablehealthcare.org.uk)

### 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 part-time post (4 days per week) at a salary of £34,000 per annum (pro rata), plus contributory pension. We are looking for a candidate to start as soon as possible. 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](mailto: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.