

NHS CHARITIES TOGETHER

Head of External Affairs Recruitment Pack

NHS Charities Together

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Calls cost 5p per minute plus your network access charge

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NHS Charities Together is the trading name of the Association of NHS Charities
Company number: 12325259; Charity number: 1186569

Message from the CEO of NHS Charities Together

Dear Applicant,

Thank you so much for your interest in working at NHS Charities Together as our Head of External Affairs. This is an exciting time to join our team.

Thanks to phenomenal public support, our national Covid-19 Appeal has raised more than £150million to help NHS staff, volunteers and patients through the immediate and long-term effects of coronavirus. We are achieving this impact working through our 241 member charities based in hospital, ambulance trusts, mental health trusts, community trusts and health boards throughout the UK.

Our charity is on an incredible journey. The recruitment of this post is part of an ambitious strategy and commitment to engage with our member charities and provide them with the support they need, so that we can help raise the profile of the role of NHS charities across the UK.

We are very proud of what we achieve. We are a small, but growing staff team and the post of Head of External Affairs will have a key role to play as we work hard to support our members, influence stakeholders and show the impact of NHS charities for patients and staff.

If you are passionate about the health and wellbeing of our nation, believe that through supporting NHS charities we can significantly increase the vital support given to our hospitals, community, mental health and ambulance services, we would love to hear from you.

Best wishes

A handwritten signature in black ink, appearing to read 'Ellie Orton', written in a cursive style.

Ellie Orton
CEO, NHS Charities Together

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Head of External Affairs – Recruitment Pack

Background

NHS Charities

There are more than 240 NHS charities across the UK and most of them focus on helping our hospitals do more. Collectively these charities give over £1million every day to the NHS so that people can stay well for longer and get better faster. In recent years NHS charities have funded major capital projects, pioneering research and medical equipment at our hospitals, helping patients access the best possible care when they need it most.

There is so much love for the NHS and this was evident following the launch our Covid-19 Appeal in March 2020, to support staff, volunteers and patients through the immediate and long-term effects of the coronavirus pandemic.

More than £150million has been raised so far, thanks to generous donors and fundraisers including Captain Sir Thomas Moore whose high-profile efforts inspired the nation. Covid-19 Appeal funds are being issued in grants to NHS charities. These grants fund everything from wellbeing rooms for staff, iPads to connect isolated patients with loved ones and hardship funds for those affected financially by Covid-19.

NHS charities are devoted to our nation's hospitals, community and ambulance services, funding ground-breaking research and vital medical equipment, while developing new treatments and enhanced care to support patients.



NHS charities also play a key role in mobilising volunteers to support NHS staff, brightening wards and waiting areas with colourful and engaging art and building an important link between our hospitals and our communities. Other NHS charities support mental health trusts, community health trusts and ambulance trusts.

These vital funds and services are above and beyond what the NHS alone can provide, touching lives and making a huge difference to millions of people when they are at their most vulnerable.

To read real life stories of the difference NHS charities make, visit the [NHS Charities Together website](#) .

The Association of NHS Charities & NHS Charities Together

Founded in 2000, the Association of NHS Charities started as an informal group of the largest NHS Charities which came together to provide mutual support and a forum for discussion. Since then we have changed our name to NHS Charities Together (to better reflect what we do and who we support) and grown steadily, welcoming charities both large and small from across England and Wales, as well as Scotland and Northern Ireland. Today NHS Charities Together represents over 240 charities. The organisation was formally constituted in 2008 and successfully applied to the Charity Commission to become a registered charity.

NHS Charities Together provides a forum for nationwide fundraising and advocacy campaigns, provides advice and guidance to its members, bespoke conferences and training days covering issues and development opportunities for NHS Charities, as well as access to online resources and support through exclusive member pages on the website. In 2018, the 70th year of the NHS, NHS Charities Together launched a brand-new vision and strategy for the next 5 years, outlining the next exciting phase for NHS Charities.



Anupurba's Rehab

Thanks to an NHS charity, young children like Anupurba who wear prosthesis can benefit from a specially designed therapeutic playground to help their rehabilitation through play

Vision, Mission and values

NHS Charities Together's Vision is to:

'Inspire NHS Charities to become the Nation's biggest independent supporters of Health and Well-being'

Our Mission is: That we will support the development of NHS charity members to enable them to:

- become high functioning charities
- add great value to their associated NHS Trust(s), its patients and staff as well as their wider communities
- be recognised by their Trust as a major strategic partner

Our Values are:

To strive to be an organisation that:

- Is **accessible** to all charities in the sector, corporate and independent
- Is **proactive** in all its activities

- Believes in **working together** with members and creating networking opportunities for all
- Always seeks to **promote** best practice, including the unique status and governance of NHS charities
- Is **reflective** and learns from its experiences

Strategic Objectives:

1. We will be the number one source of support and development for NHS charities, promoting charity best practice, fostering mutual support and discussing matters of mutual interest
2. We will be the authoritative voice for NHS charities to represent members' views to key stakeholders and where possible to collaborate with them in pursuit of our vision
3. We will promote the profile of NHS charities nationally
4. We will ensure NHS Charities Together is a financially sustainable organisation that develops its staff, ensuring it has the right skills and resources to achieve its 5-year strategy
5. We will demonstrate the impact of NHS Charities Together and of our members

Our Future

This is an exciting time to join NHS Charities Together. The heartfelt support from the public for the NHS over the last year has resulted in a significant increase in our external profile and fundraising potential. As a result we have become established as a grant funder for our member charities, in addition to an umbrella membership organisation. There are huge opportunities for us to engage with member charities and other stakeholders to provide support where needed and to demonstrate the vital work of NHS charities at the national level.

Job title: Head of External Affairs

Reporting to: Director of External Affairs and Communications

Hours: Full time

Key Relationships: NHS Charities Together Staff Team, Grants team, Members and digital related partners. Other key stakeholder organisations as required.

Location: Currently home based. Usually based at our central office in Warwick, though there will be flexibility in working from home and / or hot desking with key stakeholders in London. The post holder will be expected to work from the Warwick office at least one day per week. Some travel to London and our members/partners within the UK may be required.

Reward package: £50,000 to £60,000 plus 10% pension contributions, 28 days annual leave

Overall Purpose

We have been overwhelmed by the heartfelt support from across the nation to get behind the NHS. Our support to our member charities throughout the pandemic has provided vital help to patients, staff and volunteers on the frontline at the most critical of times.

But there is still so much more to do. The second wave of Covid-19 is putting even more strain on an already stretched NHS. We believe our collective mission is more important than ever as the NHS faces the most challenging time in its history.

We are looking for a Head of External Affairs to form a key part of a small and busy team. You will be instrumental in building NHS Charities Together's influencing and communications strategy and stakeholder engagement, working with the Director of External Affairs and Communications and the Director of Membership.

You will lead our stakeholder engagement and influencing strategy, playing a key role in identifying the issues affecting member charities to help elevate and address these issues at national level with the NHS and Government.

You will also oversee a team delivering our member communications strategy, working with members to establish the communications channels and support that they need. You will also identify examples of the impact of NHS charities on the ground, to help raise awareness of the vital role that NHS charities play in supporting health services across the UK.

This is an exciting opportunity to make a big difference, to help shape the future of NHS Charities Together and to help us care for the NHS, its patients and staff.

Roles and responsibilities

Leading our influencing objectives

- Lead the development of the organisation's influencing priorities and campaigns strategy, working with the membership team, member charities and other stakeholders, to elevate issues and themes with the UK Governments and central NHS in each nation.
- Represent the organisation and work with the senior team in liaison with NHS England, DHSC, NHS Trusts and other bodies to address member priorities, ensuring that NHS Charities Together promotes a consistent brand and message
- Ensure that NHS Charities Together can shape and influence relevant debates
- Inform the senior team of key developments that might impact NHS Charities Together future position

Stakeholder Engagement

- Work with the membership team to develop and coordinate a stakeholder engagement and management plan for NHS Charities Together.
- Raise the profile, credibility and influence of NHS Charities Together with key stakeholders by developing and maintaining appropriate working relationships with the membership, central and regional NHS and other key external partners

Member communications strategy

- Lead a member communications manager and work closely with the grants team to develop and oversee the organisation's membership communications strategy, maximising our engagement with our 241 member NHS charities.
- Lead the team in identifying member charity communications needs and priorities; establish the most effective communications channels to engage member charities.
- Lead the team in horizon scanning for sensitive issues around grant funding and announcements, and prepare briefings and communications handling plans.
- Oversee a system to identify case studies and impact stories, working with the Membership Team and member charities, to share with the wider NHS Charities Together team.
- Oversee the team to work with the grants team in identifying the needs of member charities and facilitate sharing of best practice, where needed establishing packages of training, tools and templates to support them in their own communications and marketing activity.

Other

- Adhere to relevant legislation, best practice, policies and processes including, but not limited to charity law, the fundraising regulator, GDPR and professional codes and standards.
- Visibly live NHS Charities Together's values, including our commitment to diversity and inclusion, particularly by ensuring that our external affairs strategy takes into account the diversity of the communities we serve.
- Carrying out the duties of post in accordance with NHS Charities Together's policies and procedures on Health and Safety and take responsibility for ensuring personal health and safety.

- Working flexibly, prioritising workload and working effectively as part of a team
- Representing the Director of External Affairs and Communications as needed.
- Managing a Membership Communications Manager.

This is not meant to be an exhaustive list of duties. The need for flexibility is required. We are a small team and the post holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed. Able to travel on NHS CT business and flexibility around attending internal and external meetings and events.

Competencies

Teamwork – ‘One charity’, working within and across teams	Key liaison role; primary point of contact for all external affairs activity and a collaborative approach to supporting organisation wide activity.
Building trust and respect – listen, feed back and learn	Provides advice and support for members wishing to explore collaborative external affairs opportunities. Provides reports and information for senior executives within NHSCT to aid monitoring and development of influencing activity.
Responsibility – owning your part in our success	Excellent attention to detail – ensuring that information presented is accurate and clearly communicated both written and verbal. Establishes and maintains systems to record and manage all media activity and to track coverage and impact. All staff have a responsibility to handle charity sensitive data with care in line with GDPR. Examples include not leaving sensitive documents on work desks overnight.
Professionalism – creating an environment to achieve success	Excellent time management with an ability to plan and organise a large workload to meet both internal and external deadlines. Maintains virtual and face to face (within Covid restrictions) presence across NHSCT and with key stakeholders.
Leadership – creating a shared vision, setting direction	Provides leadership to the external affairs team, cascading information and empowering team members to deliver to the highest level. Identifies proactive opportunities and risks and recommends mitigating factors that might impact the charity's reputation.

Acumen – Sound decision making	Works with the internal and external stakeholders to deliver proactive and reactive media handling strategies, displaying political sensitivity and up to date knowledge of the sector.
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Person specification

	ESSENTIAL	DESIRABLE
Qualifications/Education:		
5 x GCSEs at Level C or above (Including English & Maths)	✓	
Educated to degree level or equivalent	✓	
Communications or Marketing qualification		✓
Knowledge, Skills & Experience:		
Experience in leading and implementing stakeholder management and influencing strategies with demonstrable results, ideally in a membership organisation.	✓	
Experience of working in a politically sensitive environment at a senior level and dealing with senior stakeholders in a variety of organisations, including central Government.	✓	
A good understanding of how the NHS is organised and awareness of topical issues related to healthcare	✓	
Demonstrable evidence of delivering communications strategies to achieve specific objectives.	✓	
Evidence of using audience data and evidence to identify objectives and drive continuous improvement across digital and other channels.	✓	
Knowledge / experience of working within a membership organisation or national charity	✓	
Excellent time management skills and an ability to consistently meet deadlines	✓	
Excellent interpersonal skills and a track record for collaborative working and building sustainable relationships at all levels	✓	
Excellent written and verbal communication skills. Able to assimilate information clearly and prepare appropriate, clear and concise content for digital platforms.	✓	
Knowledge of relevant legislation, best practice, policies and processes including, but not limited to charity law, the fundraising regulator, GDPR and professional codes and standards.	✓	
Demonstrable leadership skills with experience of leading a team to achieve team objectives.	✓	
Experience of working in a team to support the delivery of team objectives	✓	
Experience in project management; skilled at maintaining momentum and finding solutions to unexpected challenges		✓

Demonstrable commitment to representing the equality and diversity of the communities we serve.	✓	
Demonstrable commitment to the voluntary sector		✓
Personal qualities:		
A clear thinker with creative flair	✓	
Articulate and confident communicator	✓	
Collaborative and open approach in dealings across the organisation	✓	
Passionate, driven and committed to delivery	✓	
Well organised and structured with an eye for detail	✓	
Flexible and responsive	✓	
A team player who is also a self-starter and happy to work independently to develop and deliver objectives	✓	

Equality and diversity

NHS Charities Together is committed to inclusivity and representing the diversity of the communities we serve. We therefore welcome applications from all backgrounds and all sections of the community. Applicants will be treated fairly throughout the recruitment process and we will ensure there is no unfair discrimination on the basis of race, ethnic origin, disability, gender, religion or belief, age, sexual orientation or any other relevant characteristic.

How to apply

The closing date for applications will be 9am Tuesday 18th May

For more information on the vacancy, please visit: www.peridotpartners.co.uk/jobs/head-of-external-affairs-nhs-charities-together

To discuss the role in detail, please contact Toby Roberts at Peridot Partners, our recruitment consultants on toby@peridotpartners.co.uk / 07950 309028

Application method: CV and a covering letter outlining how you meet the job description and person specification. The supporting statement should be no more than 2 sides of A4.

The expected recruitment timeline is as follows:

- 1st stage interviews: Tuesday 1st June
- 2nd stage interviews: Monday 7th June

For detailed information on how we process your personal data, please review our privacy policy on our website <https://www.nhscharitiestogether.co.uk/privacy-policy-2/>

In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and / or biometric data) in your CV and application documentation. Following this notice, any

inclusion of your Sensitive Personal Data in your CV/application documentation will be understood by us as your express consent to process this information going forward. Please also remember to not mention anyone's information or details (e.g. referees) who have not previously agreed to their inclusion.