

# NHS CHARITIES TOGETHER

## Head of Media

## Recruitment Pack

**NHS Charities Together**

Lake View House, Wilton Drive, Warwick CV346RG

E: [info@anhsc.org.uk](mailto:info@anhsc.org.uk)

T 08454 635328 Calls cost 5p per minute plus your network access charge

[www.nhscharitiestogether.co.uk](http://www.nhscharitiestogether.co.uk)

NHS Charities Together is the trading name of the Association of NHS Charities. Company number 12325259

Registered Charity No. 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 a Head of Media. This is an exciting time to join our team. Thanks to phenomenal public support, our national Covid-19 Appeal has raised more than £150 million to help NHS staff, volunteers and patients through the immediate and long-term effects of coronavirus.

Our charity is on an incredible journey. Since completing a rebrand in 2019 from the Association of NHS Charities to NHS Charities Together and incorporating as a charitable company, the world has been turned upside down by Covid-19. The year 2020 saw the country come together in an outpouring of love and support for the NHS. As the NHS' national charity and membership organisation to all of the NHS' official charities throughout the UK, NHS Charities Together is the central charity receiving additional funding and support for our National Health Service where and when it needs it most.

The recruitment of this post is part of an ambitious plan and commitment to develop our proactive media strategy and to help promote awareness of and engagement with our brand.

We are very proud of what we achieve. We are a small but growing staff team and the Head of Media will have a key role to play as we work hard to make a difference to the lives of NHS patients, staff and volunteers.

If you are passionate about the health and wellbeing of our nation and 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.

Yours sincerely



**Ellie Orton**  
**CEO, NHS Charities Together**

## NHS CHARITIES TOGETHER

### 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 Tom 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 also play a key role in mobilising volunteers to support NHS staff, brightening

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*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.*

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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 all NHS charities in the UK. The organisation was formally constituted in 2008 and successfully applied to the Charity Commission to become a registered charity. In 2019 we incorporated to be a charitable company limited by guarantee.

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. As a result of success on our Covid-19 appeal we are currently revising our communications and marketing strategy to ensure we are maximising awareness of our brand and the huge impact of funding NHS charities. Over the last year we have received significant coverage across regional and national media and we now need to maintain the momentum to demonstrate the importance of the additional support that NHS charities provide for the NHS. We have many exciting opportunities on the horizon, including appeal launches, The NHS Big Tea, and working with our high profile patrons and supporters.

## **JOB DESCRIPTION**

- Job Title:** Head of Media
- Reporting to:** Director of External Affairs and Communications
- Hours:** Full Time (reduced hours negotiable)
- Key Relationships:** NHS Charities Together Staff Team, Director of External Affairs and Communications, Chief Executive, Chair, Members, NHS England, DHSC. Other key stakeholder organisations as required.
- Location:** Home based with at least one day a week on average at the central office in Warwick. Additionally, the post holder will be expected to travel throughout the UK where required (subject to current Covid restrictions)
- Reward Package:** £50k - £60k (dependant on relevant experience) plus 10% pension contribution and 28 days holiday a year

### **OVERALL PURPOSE**

NHS Charities Together is the national charity caring for the NHS, working through its 241 NHS member charities based in hospitals, ambulance trusts, mental health trusts, community health trusts, and health boards across the UK. This is a very exciting time to join the organisation.

We are seeking a talented, experienced and versatile individual to join the charity at this critical and exciting stage of our growth and development.

Following the high-profile success of our Covid-19 Urgent Appeal, the Head of Media will develop, manage and deliver NHS Charities Together's media strategy.

You will build on the widespread coverage we have achieved through national, regional and trade media over the last year, to develop a proactive media strategy that will promote our brand and engage supporters. This will include maximising awareness of our appeals and campaigns like the NHS Big Tea. You will also be responsible for media handling and our reputation management strategy.

You will help build relationship with journalists and help us to identify and promote stories that demonstrate the impact of NHS Charities Together and the ongoing need for support for NHS charities.

This will involve running a small and busy press office in a high-profile environment, establishing systems and processes, operational performance management and financial management.

## **ROLES AND RESPONSIBILITIES**

### **Media strategy**

- Leading, overseeing and delivering the organisation's media strategy to maximise brand reach and promote the aims of NHS Charities Together.
- A creative approach to developing a forward plan of media opportunities, using case studies, campaigns, polls, reports and other tools to maximise proactive coverage.
- Overseeing reactive media handling strategies to minimise reputational damage, acting as a spokesperson for the organisation.
- Building relationships with national journalists and establishing NHS Charities Together as a source of positive health stories.
- Maximising the PR potential of key campaigns including appeals and The NHS Big Tea, to help achieve campaign objectives.
- Representing the Director of External Affairs and Communications as needed.
- Managing a Media and Communications Officer.
- Organisational leadership on media issues, taking a 'one team' approach and working closely with colleagues and teams across the organisation to shared goals.

### **Overseeing media operations**

- Oversee the running of a busy press office, including establishing systems and processes for monitoring enquiries, coverage and impact.
- Leading the team to achieve ambitious results in terms of proactive media coverage and brand awareness.
- Providing media training for spokespeople within the organisation
- Providing media advice and tools to member charities to support them in maximising media coverage.
- Liaison with the member charities to identify impact stories to share with the wider organisation and to proactively pitch to relevant media.
- Maximising relationships with celebrities and other high-profile supporters to achieve positive coverage for the organisation.
- Liaison with NHS England, DHSC and other bodies to build relationships and ensure alignment of our messages.
- Responsible for leading and delivering an out of hours press office service, working with other members of the team.

### **Other expectations**

- Visibly live NHS Charities Together's values, including our commitment to diversity and inclusion, particularly by ensuring that our media 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

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.

## Competencies

Teamwork – ‘One charity’, working within and across teams	Key liaison role; primary point of contact for all media activity and a collaborative approach to supporting organisation wide activity.
Building trust and respect – listen, feed back and learn	<p>Provides advice and support for members wishing to explore collaborative media opportunities.</p> <p>Provides reports and information for senior executives within NHSCT to aid monitoring and development of brand awareness and media activity.</p>
Responsibility – owning your part in our success	<p>Excellent attention to detail – ensuring that information presented is accurate and clearly communicated both written and verbal.</p> <p>Establishes and maintains systems to record and manage all media activity and to track coverage and impact.</p> <p>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.</p>
Professionalism – creating an environment to achieve success	<p>Excellent time management with an ability to plan and organise a large workload to meet both internal and external deadlines.</p> <p>Maintains virtual and face to face (within Covid restrictions) presence across NHSCT and with key stakeholders.</p>
Leadership – creating a shared vision, setting direction	<p>Provides leadership to the media team, cascading information and empowering team members to deliver to the highest level.</p> <p>Identifies proactive opportunities and risks and recommends mitigating factors that might impact the charity’s reputation.</p>
Acumen – Sound decision making	Works with the media and internal and external stakeholders to deliver proactive and reactive media handling strategies, displaying political sensitivity and up to date knowledge of the sector.



## Person Specification

	ESSENTIAL	DESIRABLE
<b>Qualifications/Education:</b>		
5 x GCSEs at Level C or above (Including English & Maths)	✓	
Educated to degree level or equivalent	✓	
PR/communications or marketing qualification		✓
<b>Knowledge, Skills &amp; Experience:</b>		
Experience in developing and implementing media strategies for a high-profile organisation.	✓	
Demonstrable evidence of successfully pitching to and building relationships with national journalists.	✓	
A strong track record in reactive media management and crisis communications planning for an organisation in the public eye.	✓	
Evidence of having acted as a spokesperson on sensitive issues for a high-profile organisation.	✓	
Knowledge / experience of working within a membership organisation or national charity		✓
Excellent time management skills and an ability to consistently meet deadlines	✓	
Excellent political awareness and able to work in a politically sensitive environment and dealing with stakeholders in a variety of organisations.	✓	
A strong track record in writing impactful content for different channels, including website and social media channels, and using other media including video and podcast.	✓	
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.	✓	
A general understanding of how the NHS is organised and awareness of topical issues related to healthcare.		✓
Demonstrable leadership skills with experience of leading 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.	✓	
<b>Personal Qualities:</b>		
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	✓	

## Terms and Conditions

<b>Working Hours</b>	Full time - 35 hours per week (negotiable)
<b>Pension</b>	10% employer contribution
<b>Annual Leave</b>	28 days per annum (pro rata) plus bank holidays.
<b>Probation Period</b>	6 months (for external appointments)
<b>Notice Period</b>	1 week during probation & 3 months thereafter

### 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 recruitment site can be found at: <https://www.peridotpartners.co.uk/jobs/head-of-media-nhs-charities-together/>

The closing date for applications will be **9am on Monday 12<sup>th</sup> April**.

Please send your CV and a covering letter outlining how you meet the job description and person specification to [response@peridotpartners.co.uk](mailto:response@peridotpartners.co.uk) The supporting statement should be no more than 2 sides of A4.

If you have any queries or would like more information in regard to this role, please contact Toby Roberts at Peridot partners on [toby@peridotpartners.co.uk](mailto:toby@peridotpartners.co.uk) or call 07950 309028.

### The expected recruitment timeline is as follows:

- 1<sup>st</sup> stage interview: Thursday 22nd April
- 2nd stage interview: Wednesday 28th April 9am - 1pm

*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.*