



Dear Candidate,

## SENIOR COMMUNICATIONS MANAGER

Thank you for your interest in this great opportunity with the Medical Research Foundation. I hope that you find the information in this recruitment pack interesting and that you decide to apply for the role. The following pages describe the role and its place in the Medical Research Foundation, and provide the information that you need to apply.

To apply, please:

- provide an up-to-date CV which includes your contact details, education and vocational qualifications, membership of professional bodies, career history and explanation of any breaks in your employment history.
- provide a brief supporting statement setting out why you are the right candidate for this role, making reference to the job description and the person specification. The case that you make and the way that it is presented will form a key part of the shortlisting process.
- complete our equal opportunities monitoring and declaration form.
- let us know if you are not able to make any of the assessment or interview dates (the pre-arranged dates can be found in the application pack).

We acknowledge all applications within two working dates of receipt. If you have not heard from us within two days of your email submission, please call me on 01425 567708 or 07939 269612 to confirm that your application has been safely received. You should use a secure email address for submitting your application as our system will filter out emails that it believes have the potential to be spam.

Please send your completed application to my colleague Heather Taylor ([talent@foresthr.co.uk](mailto:talent@foresthr.co.uk)), by 12:00 noon on 21 November 2018.

We look forward to receiving an application from you.

Kind regards

Sue Manning

Director, Forest HR Ltd

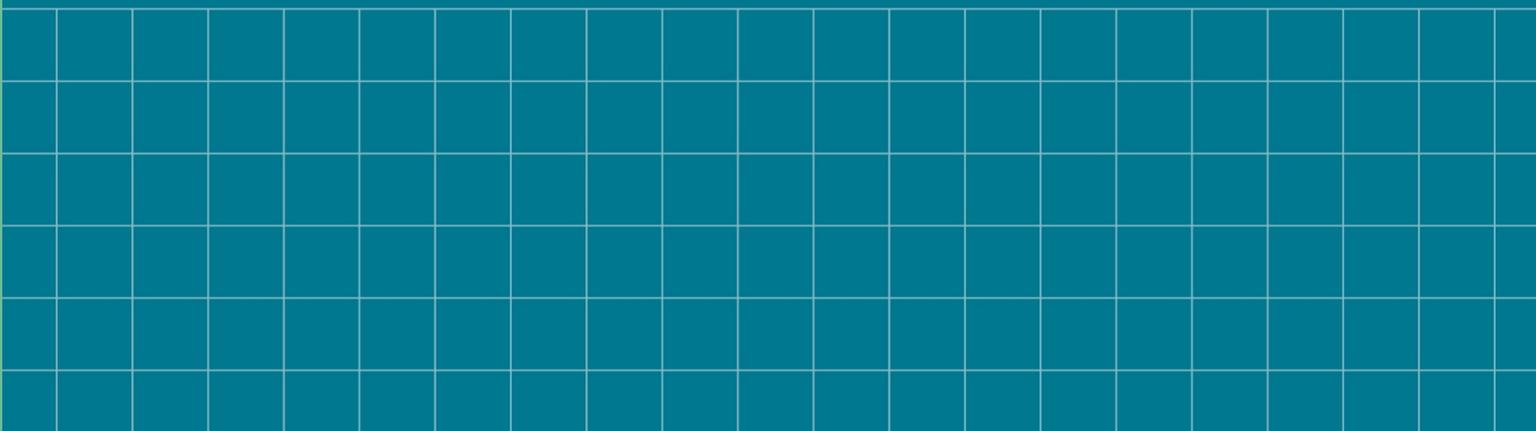


**Forest HR**

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# RECRUITMENT PACK



## Dear Applicant

I am delighted to you are considering applying to join the Medical Research Foundation. If you work for us you will play a key role in advancing medical research, improving human health and changing people's lives. I think that there could not be a more important job to do.

Many of the diseases and conditions that affect human health have been cured or overcome as a result of medical research. But there will always be more to do. Although significant resources are being spent around the world developing exciting new treatments and therapies, there are areas of medical need that receive little or no support and people's lives that see no improvement. That's where we step in. The Medical Research Foundation is an independent charitable foundation. Formed by the Medical Research Council (MRC), we grow and nurture people and ideas wherever we see opportunities with great potential. Investing the power of our donations to change medicine and change lives.

We fund and support the most promising health research wherever we discover great opportunities that are not being pursued. We use our donations responsibly and ensure we make the greatest impact where it is most needed. We meet the highest research standards through our unique connection with the MRC.

I hope that you will be as inspired by our vision to improve human health as we are and can relate to our values:

### ■ Daring

We dare to be different. We invest in promising medical research receiving little or no support.

### ■ Diligent

We spend every penny wisely. We ensure all donations are directly invested in medical research.

### ■ Human

Our shared humanity underpins all medical research. We have an unwavering conviction in our responsibility to change lives.

### ■ Smart

We will rise to any challenge. We fund the most promising medical research whenever and wherever we are best able to.

We have a talented and committed team who care deeply about, and who all contribute to, fulfilling our mission.

If you are successful in securing a role with us you will be play an important part in:

**Changing medicine today. Changing lives tomorrow.**



**Angela Hind PhD  
Chief Executive**

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# THE ROLE AND OUR REQUIREMENTS: SENIOR COMMUNICATIONS MANAGER

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## ROLE PURPOSE

You will be responsible for the design, development and delivery of a multi-channelled programme of communications activities to build the identity, reputation and profile of the Medical Research Foundation.

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## ABOUT US

### Why the role is important to us

Our mission is to advance medical research, improve human health and change people's lives. In order to achieve this, we need a strong identity, reputation and profile amongst the research community and the giving-public. We have an ambitious plan to fund even more ground-breaking research. You will play a crucial role in delivering our communications strategy and telling our story so that we can inspire more donors to help us to fund even more promising medical research and even more of the UK's emerging research leaders to apply to us for funds.

### What you will do

You will tell the story of the Medical Research Foundation and the ground-breaking science and scientists that we support. As a member of our growing team, you will help us create an environment for outstanding donor and researcher engagement.

You will:

- deliver our communications strategy across a spectrum of communications disciplines.
- shape key messages and source case studies; lead on creating a writing style-guide and maintaining appropriate and consistent language and terminology; authorise all communications.
- develop a strategy and produce content for our newly relaunched website; develop social media channels and communication opportunities on partners' channels.
- produce and deliver an Annual Review for donor and public audiences.
- produce and deliver the annual Trustees Report and Financial Statements.
- build strong effective relationships with university press officers to ensure recognition of funding in media stories.
- plan and implement appropriate methods for evaluation of the communications strategy, including stakeholder communication analysis; develop core audience insight; monitor and analyse the results and make appropriate recommendations.
- identify and evaluate external events and opportunities for sponsorship for profile-raising purposes.
- develop a relationship with MRC communications colleagues and build a case for support to seed our content through MRC channels.
- make the case for an annual communications budget and manage communications expenditure.
- identify and manage communication risks.
- work with the fundraising team to develop a marketing plan and materials for segmented target audiences.
- where appropriate, work with partners and researchers to develop a patient-voice for fundraising communications.
- establish opportunities for fellows to develop their communications skills and share their research.
- support the assessment of applications to our Alexander Fleming Dissemination scheme.

- embed our new brand and support its further development.
- lead on internal communications.

### **In addition, you will**

- carry out any other reasonable duties to deliver the communications strategy.
- identify opportunities for continual improvement of our business.

### **Who you will work with**

You will report to the Head of Development. You will work across the whole organisation, interacting closely with the research and fundraising teams, researchers, partner organisations and trustees.

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## **ABOUT YOU**

### **Who you are**

You are inspired to help us to deliver our vision to advance medical research, improve human health and change people's lives. Our vision is so important that we need the very best people to help us achieve it. Our team is proud to work for the Medical Research Foundation. We are ambitious for the Medical Research Foundation and for ourselves. We are approachable - providing advice to everyone and explaining our work. We are dedicated and committed to achieving the most for our donors and our researchers. And we are involved – constantly looking for new ways to engage and improve. We love our work and we will be looking for this in you too.

### **What you will bring to the role**

#### **You will have experience of:**

- the strategic role of communications.
- shaping and delivering successful communications strategies in a senior communications or engagement role.
- communications in a health-focused organisation.
- producing creative materials for a range of audiences including translating complex scientific information for non-scientific audiences.
- working with print, broadcast, digital, video and social media including content development and production.
- building relationships with the research community in the UK.

#### **You will be able to:**

- communicate clearly (spoken and written) across a range of issues and to a variety of audiences.
- use interpersonal skills to build effective relationships with internal and external stakeholders at all levels.
- plan and organise work and have the ability to respond flexibly and positively to unexpected changes or demands.
- take responsibility for all of our communications, providing communication advice and recommendations to senior colleagues.
- manage relationships with third party suppliers.
- prioritise and plan to meet multiple and/or tight deadlines without compromising quality or working relationships.
- work independently and find solutions to problems by reviewing best practice elsewhere.
- demonstrate high level of appropriate IT skills such as photoshop, video editing, social media

management software, google analytics etc.

- act with discretion and with strict attention to confidentiality.
- provide excellent customer service.

## **Education**

- You will have an undergraduate degree or equivalent.

## **Personal attributes**

You will be:

- ambitious - for the organisation, yourself and for human health.
- approachable - ready to engage, talk and explain to anyone.
- dedicated - willing to go the extra mile.
- involved - constantly looking for ways to engage and improve.

## **Attractive extras**

You might also have:

- a relevant postgraduate professional communication/marketing qualification.
- experience of communications in a research-focused organisation.
- experience of communicating with donors and trustees.
- experience of embedding and developing a brand.

## OUR OFFER

(For information purposes, only)

<b>Salary</b>	<p>c. £42,000 per annum dependent upon experience.</p> <p>Annual pay award, performance award scheme and other rewards.</p>
<b>Pension</b>	<p>We offer an auto-enrolment scheme with Standard Life. On employment, we will double-match your contributions to a maximum 10% (employer contributions).</p> <p>There is no qualifying period.</p>
<b>Working hours</b>	<p>Part-time working will be considered.</p> <p>36 hours per week usually worked over 5 days per week.</p> <p>Flex-time system and core working hours of 10am to 4pm.</p> <p>Flexible working opportunities (e.g. some element of term-time only) and opportunities to work from home.</p> <p>This role will occasionally require the post holder to work additional hours to cover meetings and travel. No additional salary is paid.</p>
<b>Annual leave</b>	<ul style="list-style-type: none"><li>■ 30 days plus public holidays (pro-rata).</li><li>■ January to December holiday year.</li></ul>
<b>Other benefits</b>	<ul style="list-style-type: none"><li>■ Employee assistance benefits</li><li>■ Other health-related benefits</li><li>■ An opportunity to make a difference to human health</li><li>■ Fantastic colleagues</li></ul>
<b>Location</b>	<p>Our own lovely office in a shared office building accommodating charities: 49-51 East Road, London N1 6AH.</p>
<b>Probation period</b>	<p>Six months</p>
<b>Notice period</b>	<p>Two months, after successful completion of a six-month probation period.</p>

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## KEY DATES

<b>Closing date for applications</b>	21 November 2018, 12:00
<b>Applicants to be advised if they have been shortlisted</b>	By 29 November 2018
<b>On-line verbal and numerical reasoning tests</b>	29 November – 03 December 2018
<b>Interview and practical exercise</b>	06 December 2018