



Job Title: NIHR Programmes Communications Manager
Grade: 6
Salary: £31,396 to £36,024 per annum pro rata
Department: Diabetes Research Centre
Hours/Contract: Full-time or job share, fixed term until 30th June 2025
Job Family: Management and Administration
Reference: 8553

Role Purpose

The National Institute for Health Research (NIHR) is the nation's largest funder of health and care research and provides the people, facilities and technology that enables research to thrive. Leicester is home to the Leicester Diabetes Centre, one of the leading NIHR centres for applied health research in diabetes and other long-term conditions, which is a collaboration between the University of Leicester (UoL) and University of Hospital's of Leicester NHS Trust (UHL). To lead on messaging and outreach activity on several NIHR Programmes with the overall aim of improving patient quality of life and health outcomes.

Main Duties and Responsibilities

Communication Management

- **Internal/external communications** – ensure all messaging is consistent and engaging with the appropriate tone & voice. Plan, supervise and delegate operational communications requests, where appropriate, including new content, announcements and materials for NIHR programmes
- **Targeted marketing and communications planning** – to provide advice, develop and deliver targeted communications plan of the programmes by working with the research team. Support the targeted dissemination of research outputs by contributing towards the plans

Marketing Communications

- **Social media/website development** – manage social media profiles and digital content including the ongoing development and management of relevant websites. Participation in campaigns such as health awareness days by developing relevant content to promote the programmes research and the impact
- **Branding** – provide advice and assistance to all staff and researchers on the NIHR branding of corporate communications and research outputs, including use of logos, disclaimers and acknowledgment. Develop guidance documents and templates to ensure compliance with NIHR branding
- **Design/PR requests** – manage and oversee all design and press release media requests by liaising with the relevant teams, ensuring compliance with the NIHR branding

Other communications activities

- **Collaboration** – Liaison, communication and relationship building with core staff, research teams, national programme communications leads and stakeholders, as well as outside bodies to support and represent the programme's activities.





- **Reporting** – Prepare a communications report for board meetings, including press release and media coverage, social media analytics and materials of research outputs. Also support other colleagues with additional funder reporting requirements
- **Continuous Improvement** – Identify new opportunities and implement processes to enhance internal/external communications and other processes where necessary
- **Event management** – support the planning, organisation and delivery of engagement events and workshops (digital and face-to-face) For example, working closely with Senior Leaders to initiate, plan, organise, and project manage the delivery of events to agreed budgets, timescales and objectives and work collaboratively in the development and delivery of online content for websites
- To undertake other duties as may be required commensurate with the role

Internal and External Relationships

Daily interaction with members of programmes

- Liaise closely with the Programme Managers, Theme and Theme Leads
- Liaise closely with research teams
- Liaise on day to day basis with the Administrative Team, both in Leicester and externally
- Liaise on a strategic basis with the Communications Lead and Director of Partner Relations and Operations

Daily interaction with collaborators

- East Midlands Academic Health Science Network
- NHS Providers within the East Midlands
- ICBs within the East Midlands
- Academic Institutions within the East Midlands
- All other partners

Liaising with other departments within the UoL & UHL as well as collaborators outside the programmes as required by the job.

Attending meetings as as required by the demands of the programme and organisation

Planning and Organising

Strong planning, project management and organisational skills are essential to ensure projects and campaigns are delivered to deadlines.

The post holder is responsible for managing own workload and be able to assess work opportunities for delegation. This will include identifying appropriate colleagues, setting expectations, providing support and following up to ensure successful completion of a task.

Qualifications, Knowledge and Experience

Essential

- Degree level or vocational experience*
- Substantial experience in a similar role, with experience of delivering communications activities to engage with internal and external audiences*
- Knowledge of digital applications and social media networks and platforms*





- Experience of website management and development*
- Experience of prioritisation of own workload
- Experience of working/responding independently and dealing with unforeseen problems and circumstances
- Proven written and verbal communications skills*

Desirable

- Professional marketing and communications qualifications (CIM or equivalent)
- Experience of working within higher education, health research or life sciences

Skills, Abilities and Competencies

Essential

- Outstanding written and verbal communication, with the ability to give and receive information effectively and to communicate at all levels*
- Ability to define priorities and work flexibly and effectively under pressure to meet demanding objectives and deadlines*
- Demonstrable experience of working with minimum supervision and project management*
- Excellent general IT skills and experience of using Microsoft 365, including social media channels, such as Twitter and LinkedIn*
- Accuracy and attention to detail*
- Comprehensive knowledge of the work practices, processes and procedures relevant to the role*
- Ability to assess problems and take the appropriate action*
- Ability to maintain confidentiality and discretion with dealing with sensitive issues*
- Willingness to travel to meetings and events as required by the role; with current UK driving licence and own vehicle*

Desirable

- Professional marketing and communications qualifications (CIM or equivalent)
- Experience of working within higher education, health research or life sciences
- Working knowledge of a the programmes

****Criteria to be used in shortlisting candidates for interview***

Reason for Fixed Term Contract

The reason for the fixed term contract is stated in section 1.9 in the summary of contractual terms in your contract of employment.

Criminal Declaration

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.





Supporting University Activities

As a University of Leicester citizen, you are expected to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We expect all staff as citizens to work flexibly across the University if required.

University Values

Inclusive - We are diverse in our makeup and united in ambition. Our diversity is our strength and makes our community stronger.

Inspiring - We are passionate about inspiring individuals to succeed and realise their ambitions. We challenge our community to think differently, to get involved, and to constantly embrace new ideas.

Impactful - As Citizens of Change we will generate new ideas which deliver impact and empower our community

Equity and Diversity

We believe that equity, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equity support our efforts to attract a diverse range of high quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equity, diversity and inclusion.

