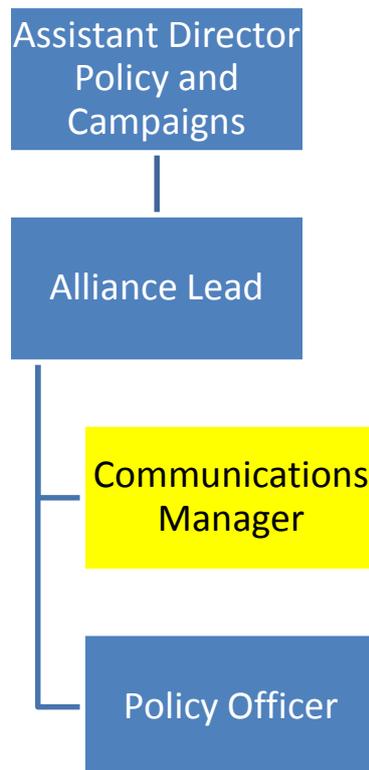


Job Title – Strategic Communications Manager (Obesity Health Alliance)

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|----------------------|---|
| DIRECTORATE: | Policy, Campaigns and Information |
| TEAM: | Obesity Health Alliance |
| REPORTING TO: | Alliance Lead |
| CONTRACT: | Fixed term – externally funded to deliver specific project for 12 months with potential for extension |



WORKING RELATIONSHIPS:

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| Inside Diabetes UK |
| Media, Public Affairs and Campaigns |
| Outside Diabetes UK |
| <p>All Obesity Health Alliance members (44 organisations including charities, medical royal colleges and campaign groups)</p> <p>Guy’s and St Thomas’ Charity – project funders</p> <p>Wider stakeholders including Local Government Association.</p> <p>Suppliers including media and parliamentary monitoring and analysis services and market research agencies.</p> <p>Government stakeholders including Public Health England, Department of Health and Social Care</p> <p>Parliamentarians with an interest in obesity including Health Select Committee and relevant all party Parliamentary groups</p> |

OVERALL PURPOSE OF THE JOB

The Obesity Health Alliance (OHA) is a coalition of health charities, medical royal colleges and campaign groups working together to influence Government policy to reduce obesity, hosted by Diabetes UK. The communications manager will work across alliance members and other stakeholders including MPs to roll out a new communications toolkit reframing the issue of childhood obesity.

MAIN DUTIES AND RESPONSIBILITIES:

- Compile an audit of obesity relevant communications across OHA member organisations to understand how organisations are delivering messages about obesity to different internal and external audiences, using different channels.
- Develop a programme of work to embed the communications toolkit with OHA members and other relevant stakeholders. This will involve identifying key people within organisations and holding one-to-one meetings plus staff briefings and workshops on the project.
- Develop a comprehensive evaluation framework with interim KPIs and long-term outcome measures.
- Commission media, online and parliamentary monitoring and public perception research, manage suppliers and provide regular evaluation reports to stakeholders.
- Prepare suite of materials to support member briefings, including presentations, key messages and question and answer document.
- Working with OHA members to identify opportunities for using the new messages and to overcome internal challenges.
- Develop a programme of work to engage key parliamentarians and other relevant policy-makers on the toolkit, including holding briefings and roundtables and working with MPs and their staff to review communications opportunities.
- Produce communications content to support and disseminate messages including press releases, online content, briefing documents.
- Monitor use of the toolkit across stakeholders, providing regular feedback reports to Guy's and St Thomas' Charity.
- Environment scanning of obesity communications, identifying opportunities for further dissemination.

PERSON SPECIFICATION:

The best person for this job will have the following skills:

- Excellent copy writing skills with the ability to flex writing style for range of media
- Ability to produce engaging presentations, news releases, articles, statements and briefings
- Ability to build and maintain excellent relationships and influence stakeholders at all levels
- Strong training and facilitation skills
- Ability to work autonomously and proactively identify opportunities.
- Project management skills.

The best person for this job will have the following experience and qualifications:

- Significant experience working in a strategic communications or public affairs role preferably in a health focused organisation or agency.
- Knowledge of UK print, broadcast and digital media and proven experience of working with journalists to place and shape media coverage.
- Experience in planning and evaluating communication strategies.
- Proven experience of briefing and influencing senior stakeholders.
- Experience of briefing and managing external suppliers and agencies.
- Experience of dealing with parliamentarians and policymakers (desirable)

The best person for this job will be:

- Strong interest in public health and health policy.
- Flexibility to travel across London and work from member offices