

Job description

Job title: Communications manager

Salary: £42,000 - £45,000

Contract: Permanent

Location: Victoria, Central London

Start date: Mid/end July

About IHPN

The Independent Healthcare Providers Network (IHPN) is the membership organisation which represents over 120 independent healthcare service providers across the UK.

Our members deliver a diverse range of services to NHS and private patients including acute care, primary care, community care, neurodevelopmental care, and diagnostics, across England, Wales, Scotland and Northern Ireland.

We play the leading role in the sector by bringing all types of independent providers together, supporting them to deliver great care to patients, and enabling them to make a positive contribution to UK healthcare.

Our vision is a thriving independent healthcare sector delivering great care to NHS and private patients. Our role is to support and act as the single voice for these organisations, to help them deliver or support the very highest quality, patient-focused care.

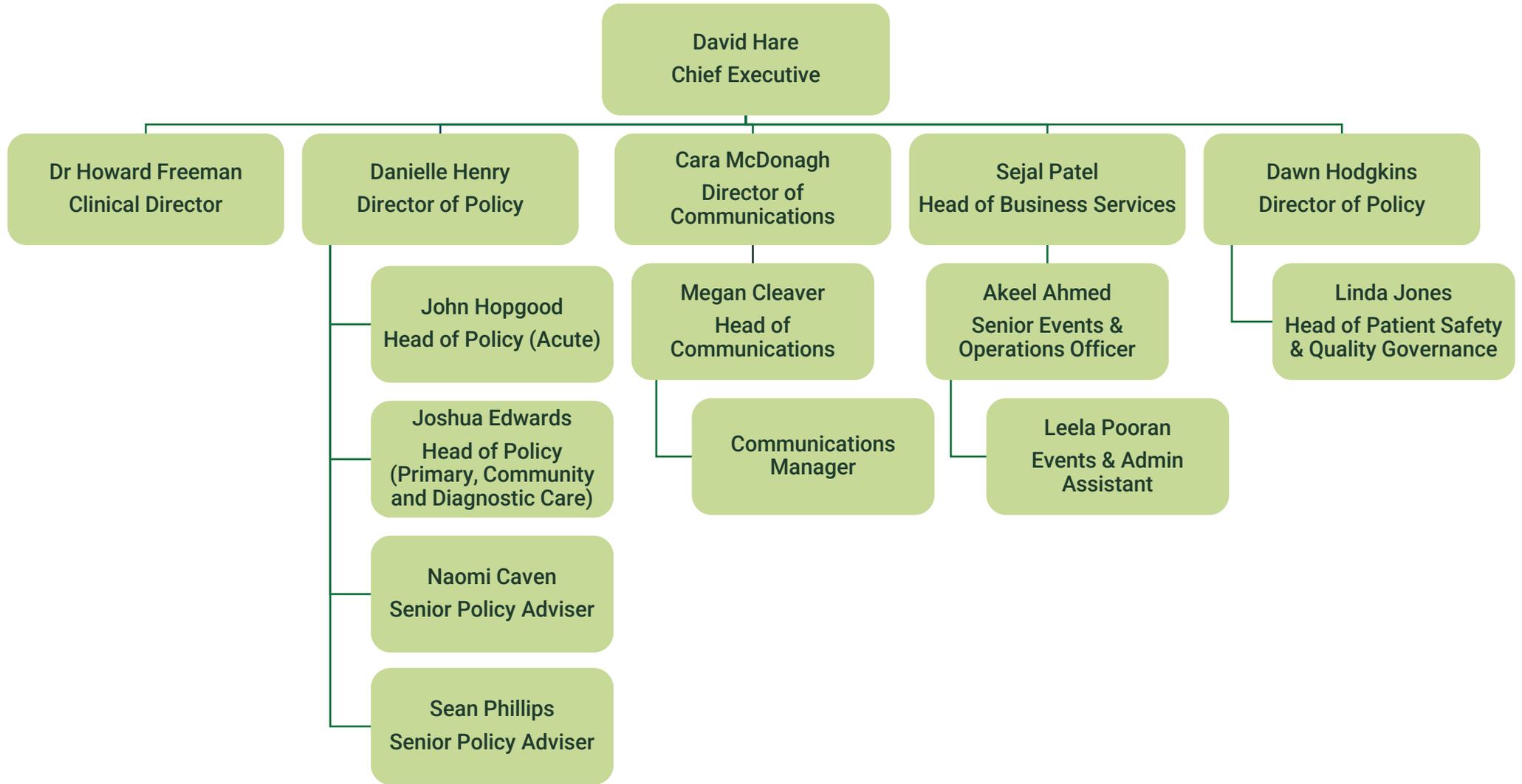
We do this by acting as their public voice, highlighting key issues, supporting them as they develop new roles and partnerships, and reflecting the reality in which they operate; through effective lobbying and influencing; and through providing opportunities for members to knowledge share and learn - from external experts and each other.

We are well regarded for our effectiveness and impact in each of these areas. We are the 'go to' organisation for comment and debate on the issues facing independent health care providers - whether working as deliverers of NHS services, or privately.

IHPN's work programme is similarly diverse and covers a range of topics from supporting providers to achieve net zero; working on the contribution of the independent sector to NHS services; understanding the impact of key legislation such as the Health and Care Act; developing a sector wide approach to share and learn from patient safety incidents; supporting the development of medical governance oversight frameworks; and much more. IHPN is both output and delivery focussed, and our communications work reflects this.

We are a busy, high performing, but small team of 15 staff, based in Victoria, central London, currently with a hybrid working setup (reviewed every six months).

Structure chart



Communications and Public Affairs at IHPN

Communications and public affairs are at the centre of our function and purpose.

It's a cliché, but it is a fast-paced environment, and our work is often driven by current events and politics. This means we need people who are comfortable thinking on their feet and dealing with different demands, to provide great communications support and deliver outstanding results.

We believe our work really matters. And it can be rewarding, too, as part of a friendly, passionate, committed, supportive and dedicated team.

Most days you'll find us working on media lines or setting up an interview with national media. Other work might include planning comms or marketing for our next project or event, bringing our social media feed to life with brilliant engaging content, planning our next video, considering a political intervention on policy issues, delivering a great campaign on an important operational topic, briefing members on key news, maintaining the website, or polishing a significant report.

About this role

It's an exciting opportunity for someone who is looking to further their communications experience and expertise in a high-profile national organisation engaged in health policy and practice.

The work is busy and varied and you will work across the team's remit including media relations, digital and social media, member communications and events, publishing, marketing, branding and public affairs.

Part of the role will entail working with colleagues to provide strategic and operational communications guidance, to support their programmes or projects, helping with communications plans and project managing the production of content across a wide variety of content including, briefings, reports, video, infographics, social media and other products.

You will also have a responsibility for delivering, developing and improving our member communications channels, content and approach to help deliver great engagement, better awareness of key corporate messages, and develop our sense of community and togetherness. You'll also have the opportunity to support IHPN's public affairs work – helping identify MPs and Peers to engage with and producing high quality briefings for meetings and parliamentary debates.

Utilising analytics and other insights, you will also help to identify opportunities for new IHPN content or outputs to further raise our external profile and support members.

Accountabilities and responsibilities

You will work with colleagues across the team. Part of your role will entail acting as a communications partner for specified projects or portfolio areas, which will include:

- Developing and delivering multi-faceted and creative campaigns to bring these areas to life, across digital platforms particularly, for a variety of audiences.
- Supporting the head of content on public affairs activities including MP briefings, meetings and parliamentary events as well as regular monitoring of the political landscape
- Working closely with internal colleagues in project teams to oversee the development of communications plans conveying our work through a variety of channels to different audiences
- Writing and commissioning copy for member briefings, newsletters, and communications ensuring appropriate sign-off.
- Creating and sending regular email newsletters to our members using email platforms (Mailchimp and HubSpot)
- Regular updates of our website using a Content Management System (WordPress).
- Advising on style, branding and tone of voice
- Undertaking regular monitoring and evaluation of our communications including a monthly evaluation report.

Experience, Knowledge and Skills

Experience of working in a busy communications environment is considered a pre-requisite. We would also hope to see evidence of experience, understanding or skills in some (not necessarily all!) of the following:

- Strong copywriting skills and experience in writing engaging content for a variety of channels.
- Able to think strategically and deliver project goals to deadlines.
- Strong analytical and organisation skills and attention to detail.
- Demonstrable experience of working well in multi-disciplined/cross-functional teams.
- Good interpersonal skills and ability to build close-knit relationships with external and internal colleagues.
- Ability to act on initiative, to work under pressure and exercise judgment.
- Good personal presentation and verbal communication skills.
- Ability to work under pressure, to tight deadlines, and to prioritise workload.
- Experience of successfully delivering communications plans.
- Good working knowledge of Microsoft Office Applications and digital content applications including Canva. Experience of digital communications, including web, social media (especially LinkedIn) - producing impactful and good quality content.
- Experience of using email marketing platforms (for example Mailchimp).
- Working knowledge of web content management systems and particular experience of working with WordPress advantageous.

We have provided an outline of the essential and desirable criteria for this role below. However, it is very important to us to find the right person with the right mindset who exhibits IHPN values in day-to-day delivery rather than someone with a very specific set of previous experiences. So, we would really encourage you to apply or get in touch for a conversation if you:

- Care about making communications useful, practical and timely – not just polished.
- Spot emerging issues and flag them early, rather than waiting to be asked.
- Understand the importance of accurate, balanced messaging, particularly in a sensitive political and NHS environment.
- Enjoy experimenting with new content formats (video, infographics, LinkedIn content) to strengthen impact.
- Contribute to creating a positive, respectful working culture, especially during busy periods.

IHPN values are:

- We put members first.
- We are responsive and proactive.
- We act with integrity.
- We are ambitious to improve.
- We care about each other.