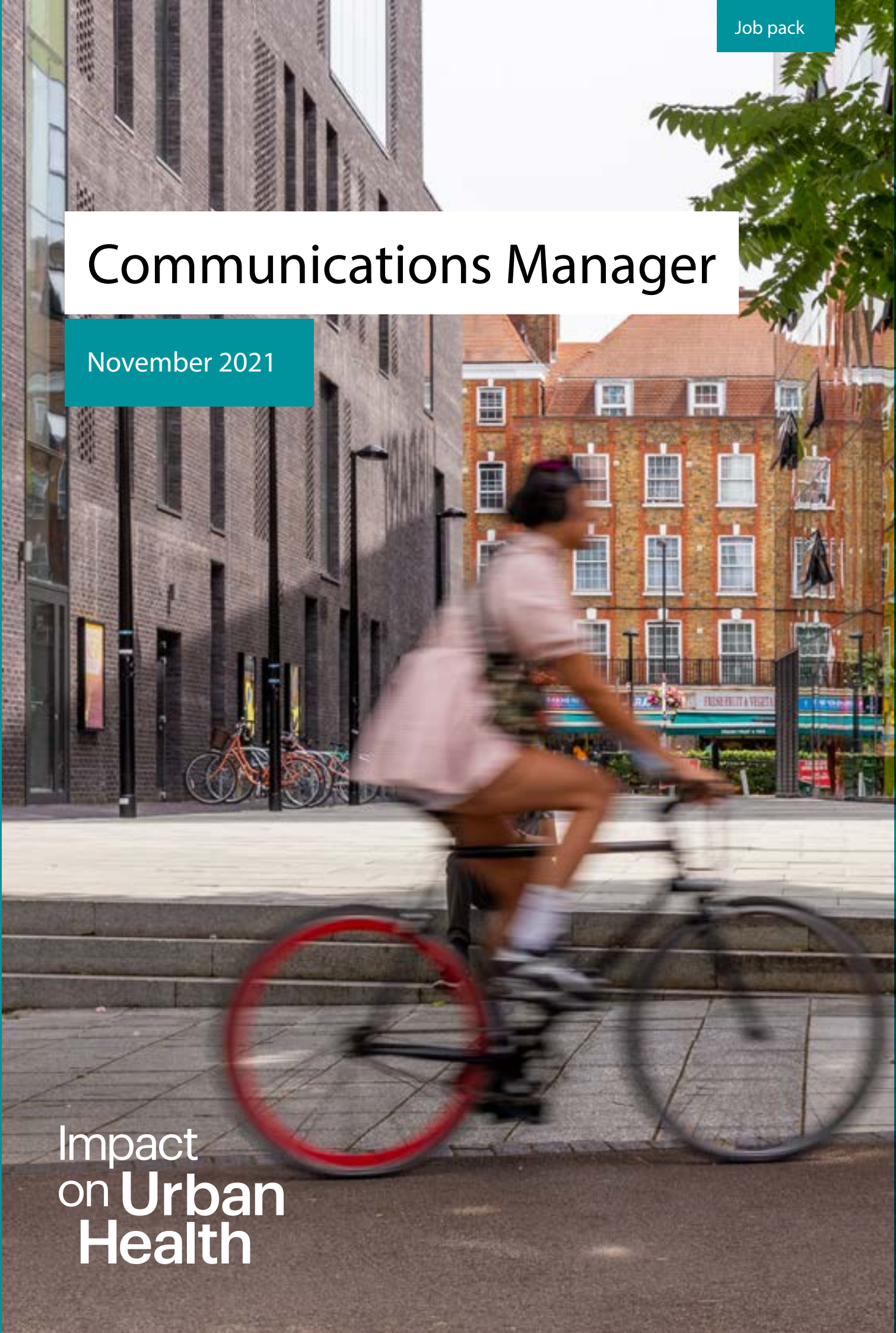


Communications Manager

November 2021

Impact
on **Urban**
Health



In this brief

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- Who we are
- Why we exist
- How we work
- Working here
- Our team
- How to apply

The opportunity

Job title

Communications Manager

Overview

At Impact on Urban Health, we're committed to achieving health equity by helping urban areas become healthier places for everyone to live. We take a place-based approach to improving urban health. This helps us understand how the local environment affects people's health and to find solutions that work in practice.

The south London boroughs of Lambeth and Southwark have been our home for over five centuries. It is here that we work with organisations, groups and individuals – local, national and international – who are committed to achieving health equity in inner-city areas.

To drive better health in cities, we pay particular attention to the context in which people live and the wider determinants of their health, from finance and employment, to access to nutritious food and air quality. We have four programmes that each focus on one of the following health issues: childhood obesity, multiple long-term conditions, the health effects of air pollution and adolescent mental health.

Job description

Reporting to the Head of Communications for Impact on Urban Health, the Communications Manager is responsible for delivering in-depth, insight driven communications around urban health programmes to engage and influence local, national and international audiences.

- Plan and deliver engaging communications tactics that contribute to the impact of our work, focused on informing and influencing key audiences, initially focusing on our childhood obesity programme.
- Lead the development, delivery and evaluation of a targeted communications plan for our childhood obesity programme. Ensure the plan is audience-led and uses a range of communications approaches and channels to amplify our work.
- Plan, write and edit content at pace for both own and external channels.
- Build and nurture key relationships within the organisation, and with external partners.
- Working with colleagues, identify communications opportunities to demonstrate the impact of funded projects.
- Project manage communications projects from start to end, ensuring high quality and timely outputs.
- Provide other colleagues with sound advice and support to ensure outstanding communications outputs.
- Proactively seek and secure opportunities, including (but not limited to) speaking platforms, events and targeted media coverage to raise the national and international profile of Impact on Urban Health.



Person specification

Skills, attributes and abilities

- Able to translate complex ideas into engaging and persuasive communications.
- Has an audience-first mindset, with a passion for creating innovative and engaging communications that engage, inform and influence.
- Brings a strong news sense and ability to identify the stories that are worth telling from a varied and rich pool of opportunities.
- Able to react quickly to external opportunities.
- Thrives working with multiple projects and deadlines.
- Brings energy and pace to the work, and a strong can-do attitude.
- Able to assess performance of communications, draw valuable insights and apply learning.

Experience: Essential

- Project management – managing multiple deadlines and projects.
- Strong copy writing and editing.
- Experience in a busy communications environment.
- B2B communications and stakeholder communications.
- Delivering audience-focused campaigns.

Experience: Desirable

- Experience in a managerial role in communications.
- Experience of communicating to influence.

“

It is exciting to be in a place that is unafraid of the big questions and willing to test and learn. There is a lot to absorb and sink your teeth into. Despite joining the team during lockdown, I feel overwhelmingly welcomed, with multiple invites to virtual coffee meetups and introductory sessions to the different departments. You get the sense that everyone wants you to feel a part of the organisation as a whole, not just the team you joined.

Caesar, Portfolio Manager



Values

- Enterprising**
Looks at things from different angles, with willingness to experiment and test.
- Collaborative**
Gives time and attention to people and ideas, and motivates others.
- Delivery minded**
Is willing to get stuck in and takes ownership for results.

Diversity, equity and inclusion

- Diversity**
Recognising and taking account of everything that makes us unique as an individual. It is not just the categories that are protected by law. It is our backgrounds, the way we live, our personality types, our ways of thinking and the variety of our perspectives. To us, diversity describes the positive value of the rich tapestry of experience which helps us to look at things from different angles to make impact in the communities in which we operate.
- Equity**
We are currently working on our definition of equity.
- Inclusion**
We embrace, celebrate and value difference within the workplace. It means that our organisational effort and practices ensure we remove barriers so that all groups or individuals are culturally and socially welcomed and valued equally.



Who we are

By 2050, nearly 70% of the world's population will live in cities. In the UK, over four in five people already live in urban areas. And so, we believe an understanding of urban health is more relevant than ever.

We seek to understand the deep causes of these health issues and explore different ways of addressing them through combining the best sources of data, robust evidence, lived experience and practical interventions. We take a place-based approach to doing this. This helps us understand how the local environment affects people's health and to find solutions that work in practice.

To drive better health in cities, we pay particular attention to the context in which people live and the wider determinants of their health, from finance and employment to social connections.

We believe that by removing the obstacles to good health, we can make urban areas healthier places for everyone to live.

Urban health in numbers

8 out of 10

people in the UK currently live in cities or towns
(source: Population Reference Bureau)

15-19 years

the range of life expectancies across London boroughs, for men and women respectively
(source: PHE)

Why we exist

The inner-city London boroughs of Lambeth and Southwark are our home. They are central London boroughs, just two miles from their neighbour, the City of London, just south of the Thames.

The two areas are densely populated – twice the average in London – and on a par with Cairo or New Delhi. They have a rich and complex social and ethnic mix, including large Black and LGBT+ communities. We see a large amount of population churn and the boroughs currently have a population of around 600,000 – roughly the same size as Athens, Stuttgart, or Boston.

They are both examples of urban, inner-city areas similar to many others around the world both for

their vibrancy and diversity – but also their stark health inequalities. And, like many other cities, affluence and poverty live side-by-side.

Here, we are committed to both understanding and changing how inequalities impact our health. The lessons we learn here can be applied to other cities around the world.



How we work

We tackle complex health issues that disproportionately impact people living in urban areas. We use this focus to build our understanding of how cities can be shaped to support better health.

We're currently working on reducing childhood obesity, slowing people's progression to multiple long-term health conditions, and finding innovative solutions to the health effects of air pollution. In 2021, we will launch a new programme exploring adolescent mental health.

Through our long-term programmes, we build partnerships and support projects to explore what drives these complex issues and to find ways of addressing them.

Our approach is underpinned by curiosity and an eagerness to learn and share. To focus our efforts and have the greatest impact, we combine:

- Rich data from a variety of sources, including our own
- Robust evidence on what works and doesn't to improve health in cities
- People's lived experiences.



Working here



We are part of Guy's & St Thomas' Foundation. We set big ambitions, and recruit brilliant people to deliver them.

Purpose

As a member of the team, you have a real opportunity to shape our work and the impact we can have. This is fuelled by our desire to be more than the sum of our parts. We're curious, we think big and we're not afraid to take risks.

Our team

As part of our team, you will work alongside talented people from a real mix of personal and professional backgrounds, in an environment where different perspectives and lived experience are valued and respected. We are a Living Wage employer and support flexible working, part-time roles and job shares. Though our ambitions are serious, this is a friendly place to work with lots of opportunities to meet and socialise with colleagues. There is immense power in diversity so we recruit and nurture talent who think and act differently.

Diversity, equity and inclusion

We commit to including the experience and expertise of people from a range of backgrounds, and value both lived and learnt experiences. In 2019 we set out a clear agenda to embed our commitment to diversity and inclusion into our organisational practice which has resulted in many practical changes in the way in which we will work going forward.

We are committed to fair pay:

0%

our median
gender pay gap

-1%

our median
ethnicity pay gap

Values

We're a values-led organisation, driven by being enterprising, collaborative and delivery-minded.

Benefits

We provide generous annual leave (27 days plus bank holidays) and up to 12% employer pension contributions.

Training and development

We have a committed approach to learning and development, through generous individual development budgets, organisation-wide training, and peer-to-peer learning and coaching opportunities.

Health and wellbeing

We provide fresh fruit and facilities to make and store lunch. There are also free weekly yoga and Pilates sessions and yearly health checks. And everyone can make use of a £200 annual allowance to spend on health and wellbeing.

Our BUPA employee assistance programme also gives our people and their partners access to a service that's there to help them to take care of their mental health and wellbeing at times when they need a little extra support.

Work environment

Our office space near London Bridge offers an open and vibrant work environment with collaborative spaces, a library and facilities including showers, lockers and bike storage. The building has step-free access throughout and is located near major train and underground stations.

During the COVID-19 pandemic, most of our team are working remotely. Where government advice permitted office working, we have made our office available to those who needed it, conducting a COVID-19 risk assessment and establishing protocols to create a COVID-secure workplace.

We are supporting our people with the technology and set up to work and connect effectively. Where possible, health and wellbeing activities are delivered virtually and our focus on mental and wellbeing support is more important than ever.

Later this year we will be moving to a new, larger office that reflects both our heritage and modernity.

The best thing about working here is the sense that we're all pulling together to make a difference to people's lives.



Our team

Our trustees

Debu Purkayastha (Chair) is Managing Partner of venture capital and private equity firm 3rd Eye and holds several non-executive positions including at University of Cambridge/Cambridge Enterprise, University Hospitals Birmingham NHS Foundation Trust, and previously at global humanitarian NGO Mercy Corps. Debu spent almost six years at Google spearheading business development efforts globally before holding the position of Entrepreneur-in-Residence at Octopus Investments, one of the largest venture capital firms in Europe.

Helen Bailey is an experienced public sector leader. She has most recently worked in an advisory capacity with iMPower and as Chief Executive of the London Borough of Sutton, a senior treasury official and the Chief Officer of the Mayor's office for Policing and Crime. She was a member of the Board of Clarion Housing Group. Helen is the Chair of our Trust Engagement Committee.

Paul Brown is General Manager, Europe for HTC, a virtual reality and smartphone technology company. He is an experienced media and technology executive having previously held leadership positions at The Walt Disney Company, EMEA as Senior Vice President of its Interactive and Direct to Consumer division and prior to that in the digital music and media space with Spotify, Pandora and Sony Music.

Tom Joy is the Director of Investments at Church Commissioners for England. He began his career as a graduate trainee at Royal Sun Alliance Investment Management. He then joined Schroders and held a variety of different roles culminating in becoming Head of Investment – Multi-Manager. He then joined RMB Asset Management as Chief Investment Officer. Tom chairs our Investment Committee.

Dr Nikki Kanani is a GP in south-east London and is currently Medical Director for Primary Care for NHS England and NHS Improvement. Prior to joining NHS England as Deputy Medical Director of Primary Care, she was Chief Clinical Officer of NHS Bexley Clinical Commissioning Group (CCG). She is a member of The King's Fund General Advisory Council and holds a MSc in health care commissioning. With her sister, she co-founded the social enterprise STEMMSisters.

Sir Ron Kerr was appointed as Council of King's College London in August 2019 and Chair of NHS Providers in July 2019. Prior to this, he joined Guy's and St Thomas' NHS Foundation Trust as Chief Executive in 2007. After 30 years in senior NHS leadership roles, he remains with the Trust as Executive Vice Chair. His other Chief Executive roles have included the National Care Standards Commission, United Bristol Healthcare NHS Trust, and the South East London Commissioning Agency. Ron is the Vice-Chair of our Trust Engagement Committee.

Yasemin Lamy is the Deputy Chief Investment Officer for higher risk strategies at CDC Group. She previously covered Digital Identity and Innovation at Omidyar Network, and served in several roles at J.P. Morgan in London across derivatives and impact investing. Yasemin earned a Master of Science with merit in financial mathematics from King's College London.

Dr Danny Sriskandarajah joined Oxfam GB as Chief Executive in January 2019. Prior to this he held leadership roles at CIVICUS, the global civil society alliance, the Royal Commonwealth Society, the Commonwealth Foundation and the Institute for Public Policy Research. He is a Trustee of the Disasters Emergency Committee. Danny holds a Masters and Doctorate from Oxford University, and an undergraduate degree from the University of Sydney. Danny chairs our Multiple Long-Term Conditions Programme Committee.

Sally Tennant brings many years' experience in the banking and investment sectors. She is currently an independent wealth management adviser, after serving as Chief Executive of Kleintworth Benson from 2011 to March 2014. Sally was previously Chief Executive of Lombard Odier (UK) Ltd, after four years as Chief Executive of Schroders Private Banking. Sally chairs our Childhood Obesity Programme Committee.

Katherine Ward is Chief Commercial Officer and MD, UK and Europe for Healthy.io a digital healthcare startup. She has worked in healthcare for 26 years: 15 years in the NHS UK in both provider and payer roles and 11 years with UnitedHealth Group where she was the Chief Executive of UnitedHealth UK and latterly the Chief Growth Officer for Optum International.

Our executive team

Kieron Boyle has been our Chief Executive since 2016 and is a leading voice on urban health. Since beginning his career at the Boston Consulting Group, Kieron has worked across the public sector at No.10, the Department for Business and the Foreign and Commonwealth Office. He headed the UK government's work on impact investment from the Cabinet Office. He is currently on the board of Big Society Capital, the Design Council and Catch22.

Catherine Cullen joined us as Executive Director of Communications and Engagement (job share) in 2016, having worked for some of the UK's best known charities on issues including international development, domestic violence and cancer. Most recently, she headed up communications at Shelter.

Ethan Hall joined the Foundation in May 2021 as our Chief Investment Officer. Ethan is responsible for leading our investment strategy, helping to grow and evolve our charitable endowment. Ethan previously held leadership positions as CIO for the Dyson family in London, and in investment research and strategic consultancy. Most recently, Ethan was CIO at Chicago based Kinship Trust Company.

Moray McConnachie joined us in January 2020 as Executive Director of Operations. He is the executive lead for the Foundation's operations. He began his career in IT before moving to operations management, specialising in bringing people, processes and systems together. Prior

to joining, he was part of the leadership team at global consultancy firm Oxford Analytica where he advised organisations in all sectors including UN agencies, the World Bank and major international corporations.

Andy Ratcliffe joined the Charity in 2020 as Executive Director of Programmes. Since starting his career as a social policy researcher, Andy has developed social mobility and education policy in the Prime Minister's Strategy Unit. He then was Deputy Chief Executive of the Africa Governance Initiative. Most recently, Andy was Chief Executive of Impetus.

Gayle Willis joined us in 2014 as Executive Director of Communications and Engagement (job share). She was previously Head of External Communications at Alzheimer's Society, where she led the charity's media relations and public awareness activity. Gayle's earlier experience involves PR and communication roles in the voluntary sector.

Our staff

The staff team of approximately 100 people comprises professional expertise in finance, property, healthcare, fundraising, venture philanthropy, social investment, private equity, art and heritage and communications. Find out details of the full team at gsttfoundation.org.uk



Details and how to apply

Salary and Terms of Employment

Annual salary of circa £40,000 - £45,000 FTE plus pension and other benefits.

Applications

We're working hard to ensure we recruit great people and minimise unconscious bias in our selection process. To support this, we use the Applied platform, which anonymises applicants.

To apply for the role, please go to:

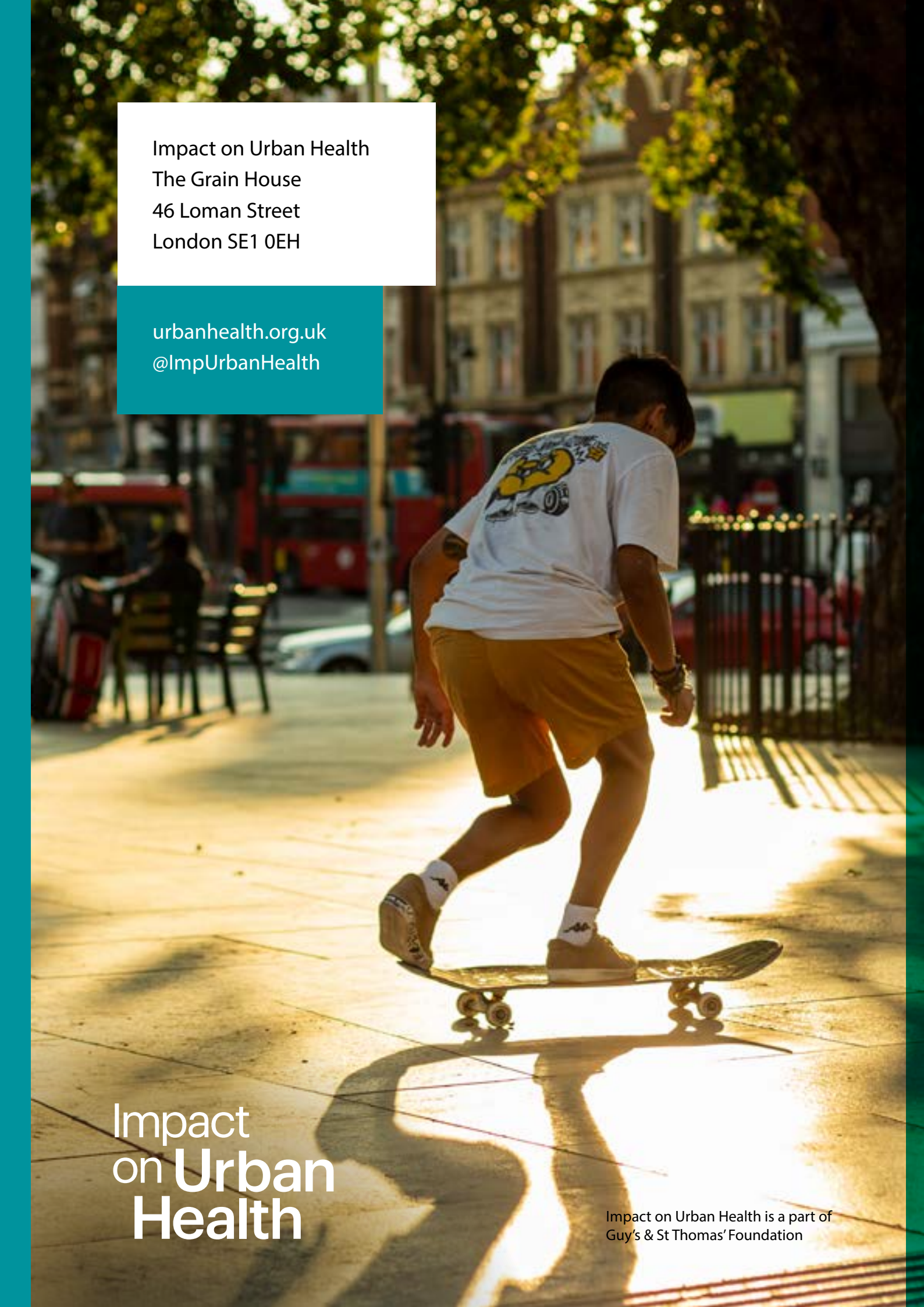
<https://app.beapplied.com/apply/tz3vjgqsgl>

Interviews

w/c 6 December 2021 and 13 December 2021

More information

To find out more about the role, please contact jobs@gsttfoundation.org.uk

A young man is skateboarding on a city street at sunset. He is wearing a white t-shirt with a graphic on the back, yellow shorts, and brown sneakers. The sun is low in the sky, casting long shadows on the pavement. In the background, there are trees, a red double-decker bus, and a building.

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[@ImpUrbanHealth](https://www.instagram.com/ImpUrbanHealth)

Impact
on **Urban**
Health

Impact on Urban Health is a part of
Guy's & St Thomas' Foundation