



# Head of Communications

Candidate Information Pack

August 2024

# Contents

2. Contents
3. Introduction
4. Advert
5. How to apply
6. About UK-Med
8. Job description
11. Person specification
13. Key terms and benefits

## Introduction



This is an exciting time to join UK-Med. We have expanded significantly over the last few years and have an ambitious strategy in place for growth.

The world is experiencing an unprecedented level of humanitarian need. Natural disasters, disease outbreaks and conflict can hit at any time. The people affected are often the poorest and most vulnerable and the health problems they experience post-disaster are long-lasting. We believe that they deserve the highest quality emergency medical aid. We seek to save lives, but also to build resilient health systems so that people can lead healthy lives in the future.

At UK-Med, we work together to:

- **Respond** rapidly to emergencies, delivering the expertise needed to support local health services and save people's lives.
- **Prepare** health staff through training and capacity building, enabling health services to be better prepared for emergencies.
- **Learn** and share learning worldwide through our academic partners, ensuring patients get the best care.

This is a pivotal time in our history to join UK-Med. At the end of February 2022, we received the first of many calls asking for help with the crisis in Ukraine. We now have programmes across Ukraine including surgical support, health clinics, and emergency preparedness training. More than 20,000 people have already received direct support or training from UK-Med as a result.

In June 2022, we were awarded EMT (Emergency Medical Team) status by the World Health Organization. A month later, we were formally appointed to provide EMT services for the UK government. As such we are at the front line of the Foreign, Commonwealth and Development Office's response to humanitarian crisis and can also respond to any crisis, anywhere in the world, under our own banner.

We are very excited about our plans and hope you will join us on this extraordinary journey.

David Wightwick

**UK-Med Chief Executive Officer**

## Advert

Role:	Head of Communications
Remuneration:	Up to GBP £47,250 FTE gross annual (pro-rated based on a full-time equivalent salary, and dependent on experience)
Duration:	Permanent
Hours:	Full-time
Location:	UK-Med Office, Manchester, UK (hybrid working available)

**Are you a dynamic, focused, and inspiring communications leader who can steer a small, motivated team to elevate our charity's presence and impact? Could you develop and execute a comprehensive communications strategy that includes, external communications, media relations, crisis communications, social media, website management, and internal communications?**

UK-Med is a frontline medical aid charity. Born of the NHS, we've been working for over 30 years towards a world where everyone has the healthcare they need when crises or disasters hit.

We are seeking a skilled and passionate individual to lead the communications function of a fast-growing charity delivering frontline medical aid.

As the Head of Communications, you will play a key role in amplifying UK-Med's voice, supporting our fundraising efforts through strategic communications, and ensuring our message reaches the world's most vulnerable people.

UK-Med has an ambitious five-year strategy (you can view it [here](#)) with a goal to generate £1 million per year from voluntary sources by 2026 to fund emergency responses and training for health staff. While fundraising remains under the purview of another department, your role will be crucial in crafting and delivering the communications that support these fundraising efforts. Our charity's income is currently primarily statutory, and while we are relatively new to fundraising, our voluntary income has quadrupled year on year for the last three years. Earlier this year, the Board invested in the team to support the delivery of the 2021-2026 Fundraising and Communications strategy.

As Head of Communications, you will build on the promising foundations laid to deliver an exciting chapter in the charity's development. This is a fantastic opportunity for an ambitious, determined, and passionate individual to make a real difference in how we communicate our mission and impact to the world. Experience in the humanitarian or international development sector is desirable, but a keen interest in global affairs and a commitment to UK-Med's humanitarian mandate are essential.

We offer a competitive salary and benefits along with a friendly working environment and the opportunity to make a real difference through humanitarian work.

## How to apply

To apply, please submit a current CV and a supporting letter (no more than 2 pages) that includes a detailed explanation of your suitability for this post with specific reference to the essential criteria in the person specification.

Applications must be submitted through our [online jobs portal](#) no later than **30<sup>th</sup> of September 2024**

***Applications for work in the UK can only be accepted from people with an existing right to work in the UK.***

*UK-Med is committed to safeguarding of our personnel and beneficiaries and has a zero-tolerance approach to sexual exploitation and abuse. We conduct thorough vetting before any appointment is confirmed.*

*UK-Med is committed to the principles of diversity, equality, and inclusion. We strive to provide an inclusive and supportive environment where employees feel respected and supported to be able to fulfil their potential.*

## About UK-Med

### UK-Med ([www.uk-med.org](http://www.uk-med.org))

We train and deploy medical teams and specialists to save lives when epidemics, conflict and natural disasters hit. As disasters grow more frequent, severe and complex there has never been a greater need to respond quickly and effectively. We believe in a world prepared to help.

It started in 1988 with a team of eight Manchester clinicians led by our founder Tony Redmond, when a huge earthquake ripped through Armenia. Teams continued to deploy throughout the 1990's and 2000s, and when Ebola struck West Africa in 2014 UK-Med stepped up. We recruited and trained the one hundred and fifty UK clinicians who worked alongside local medical teams, other NGOs and DFID to bring the outbreak under control.

UK-Med has deployed teams to a range of countries and crises including Cape Verde, China, Gaza, Haiti, Bosnia and Herzegovina, Indonesia, Jordan, Kosovo, Pakistan, the Philippines, Sierra Leone and Bangladesh. Our teams have undertaken a range of work on deployment including general medical care, trauma and surgical care, outbreak response and training of local healthcare staff.

### The UK EMT

The UK Emergency Medical Team (UK EMT) provides high quality emergency health care solutions in a range of humanitarian contexts on behalf of the UK Government. The programme is led by the Foreign, Commonwealth and Development Office (FCDO) and works under the guidelines of the WHO Classification and Minimum Standards for Medical Teams in sudden onset disasters. We recruit and train teams of UK-based clinicians, normally released for three weeks at a time by NHS employers. At any time, we have a team of sixty clinicians on call who are ready to respond to disasters anywhere in the world within twenty four hours.

We can respond following earthquakes, cyclones, hurricanes, disease outbreaks or to other humanitarian contexts. Depending on the needs, we might deploy individual personnel, small clinical or advisory teams, self-sufficient primary care facilities or a field hospital including surgical team and inpatient facilities.

## UK-Med Vision, Mission and Values

### Our Vision

A world where everyone has the healthcare they need when crises or disasters hit.

### Our Mission

We save lives in emergencies.

When health services are overwhelmed, we get expert health staff to where they're needed fast.

We help communities prepare for future crises.

### We Value:

#### Excellence

We set high standards for ourselves and the organisation. We strive to be outstanding in everything we do.

#### Determination

We have a can-do attitude and thrive on problem solving. No matter what the challenge, we explore all options so if there's a way we'll find it. We don't give up easily.

#### Compassion

We care about people. The health and wellbeing of our patients and our people is central to everything we do.

#### Learning

We believe in knowledge-sharing and giving people the means to develop their capabilities. We value learning and continual growth.

#### Collaboration

Working in partnership with stakeholders, communities and colleagues is key to the success of our work.

We respect the skills, knowledge and experience of those we work with and take care to listen and adapt to changes in need.

# Job Description

<b>Job Title</b>	Head of Communications
<b>Reports to</b>	Chief Operating Officer
<b>Duration</b>	Permanent
<b>Hours</b>	Full-time
<b>Place of work</b>	UK-Med Office, Manchester, UK. (Hybrid working)
<b>Purpose of role</b>	
<p>Lead the Communications team in developing and implementing a strategic communications plan that enhances UK-Med’s profile, supports fundraising efforts and delivers the organisation’s goals outlined in the 2021-26 strategy. This role will oversee external communications including public relations (media outreach and crisis communications), social media, website content, internal communications, and communications that support fundraising efforts, ensuring consistency and impact across all platforms.</p>	
<b>Key responsibilities</b>	
1	Develop and implement a communications strategy by engaging with all relevant stakeholders, that aligns with UK-Med’s strategic goals, ensuring consistency and impact across all communication channels.
2	Support, develop, and empower the members of the communications team to achieve their objectives and grow professionally.
3	Collaborate with the fundraising team to create compelling communications that support fundraising efforts without directly handling fundraising activities.
4	Develop and manage the department’s workplan and budget.
5	Regularly assess communications efforts, using internal and external data to refine strategies and improve effectiveness.
6	Provide monthly reports to the Senior Management Team (SMT) and quarterly reports to the board’s communications sub-committee, focusing on performance against strategic priorities.
7	Uphold the highest standards in all communications, ensuring compliance with UK-Med’s policies, including the Privacy Policy, Ethical Fundraising Policy, and Safeguarding Policy.
8	Build and maintain strong relationships with media outlets, ensuring consistent UK-Med presence in international, national and regional press and PR opportunities.
9	Ensure UK-Med’s messaging is clear and consistent across all external communications, including press releases, website content, and social media.
10	Oversee internal communications to ensure staff are informed and engaged, supporting a cohesive organizational culture.



11	Act as the crisis communications lead on the Senior Management Team / Crisis Management Team when required and contribute to the development and testing of crisis communications processes.
12	Ensure all content collection and storytelling adhere to UK-Med’s values, safeguarding policies, and sector best practices, particularly in the areas of equality, diversity, and inclusion.
13	Ensure UK-Med’s brand story is consistently and effectively communicated across all channels, reinforcing the organization’s mission and values.
14	Assist with other organizational activities as needed, contributing to the overall success of UK-Med.

## Safeguarding

Comply with and uphold UK-Med safeguarding policies (including child protection, prevention of sexual exploitation and abuse, bullying and harassment) and all Codes of Conduct.

Report all possible breaches of policy or Codes of Conduct through the appropriate channels in a timely fashion.

## General duties

To ensure and promote Equality, Diversity, and Inclusion (EDI) in line with UK-Med’s EDI Policy.

Comply with all financial and procurement policies and procedures, including those relating to anti-bribery, anti-terrorism, and anti-slavery.

Support UK-Med’s environmental policies and procedures, taking personal responsibility for contributing to reducing negative environmental impacts.

Undertake training and comply with vetting requirements (including CRB / police checks, referencing) appropriate to the role as specified by UK-Med.

Work within the security framework and subsequent rules and procedures put in place for the deployment depending on the context

Treat all people including colleagues, patients and other beneficiaries, volunteers, partner staff and the general public with respect and ensure their dignity in interactions with you and UK-Med.

Other tasks as might be required to ensure effective delivery of UK-Med / READY / projects and programmes of work.

# Person Specification

## Head of Communications

<b>Qualifications / Professional Memberships</b>		
1	Educated to degree level in a relevant subject (e.g. Communications, Public Relations, Journalism, Marketing, International Relations) or equivalent professional experience OR evidence of continual professional development relevant to the role purpose.	Desirable
2	Qualification in Communications, Public Relations, or International Relations.	Desirable
<b>Knowledge, Skills and Experience</b>		
3	Experience in fast paced communications, public relations, or media management within a relevant sector	Essential
4	Understanding of stakeholder engagement and relationship management.	Essential
5	Excellent communication skills, both written and spoken, with the ability to clearly convey complex issues to diverse audiences in an accessible style.	Essential
6	Proficiency in using Microsoft Office, including Excel, Word, PowerPoint, and Outlook.	Essential
7	Experience in managing multiple priorities within a dynamic team environment.	Essential
8	Strong, demonstrable relationship-building skills with the ability to cultivate and maintain beneficial relationships with media, partners, and stakeholders.	Essential
9	Strong research skills with the ability to identify and evaluate potential media and partnership opportunities through thorough prospect research and networking.	Essential
10	Confidence in delivering presentations, media briefings, and pitches to various stakeholders.	Essential
11	Ability to work collaboratively with teams, including fundraising, to deliver successful communications campaigns and events	Essential
12	Understanding of Equal Opportunities, Health & Safety, Data Protection, and other relevant policies and regulations.	Essential
13	Genuine passion for UK-Med's mission and values, with a commitment to making a positive impact through humanitarian work.	Essential
14	Understanding of the healthcare and humanitarian sectors, particularly in the context of crisis and disaster response.	Essential

15	Experience in collaborating with diverse teams to achieve common goals and deliver successful outcomes.	Essential
16	Excellent command of written and spoken English. Knowledge of any other language is an advantage.	Essential
<b>Personal Attributes</b>		
17	Experience of living and working in an international setting (i.e. outside the UK and/or Europe), ideally in a conflict-affected or developing world context.	Essential
18	Knowledge of managing contract income in a way that optimizes compliance and generation of surplus overhead, and of the taxation implications of sourcing contract income in a non-profit organisation.	Essential
19	Highest standards of integrity.	Essential
20	Flexible, can-do attitude and good team player.	Essential
21	Excellent time and task management skills.	Essential
22	Excellent communication skills.	Essential
23	Excellent attention to detail.	Essential
24	Ability to work independently.	Essential
25	Flexibility in approach to working hours as may involve occasional out of hours work.	Essential
26	A commitment to own learning and development and willingness to undertake Continuing Professional Development.	Essential
<b>Practical requirements</b>		
27	Willingness to submit to medical and safeguarding checks required to ensure suitability	Essential
28	Willingness to work some weekends and evenings if required.	Essential
29	Willingness to travel internationally to manage media and attend donor visits.	Essential

# Key terms and benefits

<b>Salary:</b>	Up to GBP £47,250 FTE gross annual (pro-rated based on a full-time equivalent salary, and dependent on experience)
<b>Working hours:</b>	Full-time.
<b>Annual Leave:</b>	25 days per year plus 8 public holidays.
<b>Pension:</b>	10% employer contribution with 5% employee contribution to a specific defined contribution scheme
<b>Deployment:</b>	You must be able to deploy anywhere in the world on short notice and agree to undertake medical assessments to confirm this fitness
<b>Safeguarding:</b>	To follow UK-Med safeguarding practices as required within the role.
<b>Professional requirements:</b>	Appropriate professional Qualification/Membership
<b>Term of contract:</b>	Permanent

# UK-MED

Building a world  
prepared to help