

## Head of Communications (Maternity Cover)

### Role Details & Staff Benefits

**Salary:** £48,804 per annum

**Duration:** Fixed-term term until 31<sup>st</sup> January 2027

**Hours:** Full time

**Location:** Hybrid - NASP have an office space at London's Southbank Centre which can be used by staff at any time. The role will be expected to work up to 2 days per week in the office with the remainder at home, depending on agreed hours. There may also be additional occasional travel required for staff days and other events.

NASP offer a range of core benefits for staff on payroll, including:

- 30 days paid annual leave per annum, plus Bank Holidays
- An additional day of paid leave per year on your birthday
- Opportunities for Volunteering & CPD days each year
- Opportunity to request flexible working arrangements, including compressed hours
- Contribution to annual eye test, eyeglass purchase, and flu vaccination
- Access to discounts across the Southbank Centre site; including free/discounted reciprocal access to participating galleries & museums in London & the UK.

Applications are welcomed from applicants who wish to apply for a position based on a flexible working arrangement. Should a candidate be successful after the interview stage, any reasonable requests will be reviewed and be sought to be accommodated within the needs of the role. All appointments are subject to proof of right to work in the UK, references and a 3-month probationary period.

### About NASP

The National Academy for Social Prescribing (NASP) is a registered charity and company limited by guarantee. Our goals are to promote social prescribing and to bring about a social revolution in wellbeing, as set out in the [NASP Strategic Plan](#).

To learn more about our organisation, partners, and social prescribing, please visit [socialprescribingacademy.org.uk](https://socialprescribingacademy.org.uk).

Our working culture values flexibility, wellbeing, and collaboration. We are committed to creating an inclusive workplace and supporting our staff to work in ways that suit both their roles and personal circumstances, fostering an environment where everyone can thrive and contribute to the success of the organisation.

### Inclusion at NASP

**We particularly welcome applicants from global majority and LGBTQIA+ communities, those with lived experience relevant to social prescribing, and those who identify as disabled and/or neurodiverse.**

As a Disability Confident Employer, we guarantee an interview to candidates who identify as disabled and opt into the 'Guaranteed Interview Scheme' on our application portal, provided they meet the minimum essential criteria for the role.

We are committed to creating a fair, accessible and supportive recruitment process, and to removing barriers wherever possible. We will consider reasonable adjustments at every stage of the recruitment process to support individual needs. Adjustments will depend on your specific circumstances and request, but may include:

- Flexibility with interview times and formats and locations
- Providing application materials in alternative formats Accepting applications in alternative formats including video or audio

If you require adjustments, an alternative method of application, or would like to discuss your needs, please contact us at [recruitment@nasp.info](mailto:recruitment@nasp.info), and we will be happy to support you.

## How To Apply

To apply for this role, please follow the link to our application portal by [clicking here](#). You will be required to upload your CV and covering letter only, outlining how you meet the requirements of the role and person specification.

Please note that any additional files (such as reports) will not be considered during shortlisting.

To support us with monitoring our **Equal Opportunities Monitoring**, we ask also all candidates to complete our Equal Opportunities form by [clicking here](#). Your responses will not be shared with the panel or used to make any recruitment decision.

**The deadline to apply is Tuesday the 16<sup>th</sup> of June at 9am.**

First stage online interviews will be held on the 30th of June & 1st of July. You will be able to indicate on our application portal whether you will be available or unavailable during this period.

For more information on the role, please email any questions to [recruitment@nasp.info](mailto:recruitment@nasp.info). We look forward to hearing from you about the role of Head of Communications (Maternity Cover).

## Purpose of This Role:

This role sits within NASP's Communications Team. You will play a key role in developing and delivering NASP's communications strategy, which aims to spread the word about social prescribing among health and voluntary sector professionals and equip them with the training and resources they need.

You will lead on NASP's digital communications - including through hands-on management of the NASP website and oversight of social media. You will also manage media, campaigns and events and ensure that the content NASP delivers is to a high standard.

This is an operational role within a small charity, where the postholder will be expected to balance leadership with direct delivery and work flexibly. The role reports to the Director of Communications and manages the Digital Communications Officer and the Communications Lead: Media and Events.

## **Person Specification:**

### **Experience & Knowledge:**

#### *Essential*

- Experience of writing for and managing websites - including expertise in analytics, user journeys and SEO - and digital communications
- Understanding of the importance of ensuring brand consistency
- Experience of using CRMs and data effectively as part of an integrated communications offer
- Knowledge of social prescribing within the NHS and/or voluntary sector
- Understanding of the media landscape and working with the media, including health sector media

#### *Desirable*

- Experience of reviewing/re-launching websites
- Experience of using Microsoft Dynamics and/or Umbraco.

### **Skills and attributes**

#### *Essential*

- Ability to plan, coordinate and report on a wide range of communications aimed at different audiences
- Ability to manage digital campaigns aimed at different audiences, including through the use of paid marketing
- Ability to write and edit materials for different channels to achieve results (including web copy, e-comms, briefings, marketing materials, letters)
- Ability to manage staff effectively, supporting their wellbeing and development
- Ability to balance leadership with hands-on delivery
- Ability to support teams and partners on communications strategies and to manage a wide range of relationships

- Ability to be adaptable within a small organisation with limited resources, responding quickly and flexibly to changing circumstances and competing priorities
- Ability to understand complex information and find pragmatic solutions to challenges
- Ability to build good relationships and be diplomatic while ensuring projects are delivered to a high standard
- Affinity with NASP's Values as defined in the [NASP Strategic Plan](#)

## Responsibilities:

### Strategy and brand

- Working with Director of Communications to develop and implement the NASP communications strategy
- Commissioning and project managing films, graphics and other assets to support NASP strategic priorities and partners
- Leading on analytics and reporting on KPIs
- Developing communications resources and marketing packs for internal and external use
- Ensuring all communications across programme teams are strategic and adhere to the NASP brand
- Training and advising staff across NASP on communications (including writing for website, branding, marketing)
- Identifying opportunities to form partnerships with other organisations, and working with partners on joint programmes and campaigns

### Digital

- Managing and developing the NASP website ([www.socialprescribingacademy.org.uk](http://www.socialprescribingacademy.org.uk)), and supporting the Digital Communications Officer to maximise the impact of social media channels and newsletter (including maximising SEO and effective use of Google Ad Words and advertising)
- Planning, editing and writing content for multiple channels (including website, newsletters, and resources for programmes and partners)

### Campaigns

- Coordinating campaigns aimed at health sector, voluntary sector and public audiences, leading NASP's communications with the aim of inspiring individuals and organisations in the UK and across the world.

### Events

- Leading on the promotion and delivery of NASP events, working with the Communications Lead: Media and Events and the Digital Communications Officer

### **Memberships and CRM**

- Working with colleagues to develop NASP's membership offers for health professionals and voluntary sector professionals, including by ensuring integration with the CRM and smooth user journeys
- Working with the Operations Team to develop the CRM and improve integration with the website

### **Management**

- Line-managing the Digital Communications Officer and Communications Lead: Media and Events

## **Reporting To: Director of Communications**