



Senior Communications Manager

Job Pack

December 2024

for healthy East London lives



Welcome

Thank you for your interest in joining Barts Charity.

At Barts Charity, our vision is to provide life-changing improvements to health for the people of East London. We're committed to investing around £150 million in new projects over the next five years in key areas of research and healthcare, which makes us one of the biggest medical/health funders in the country.

Our funding extends across North East London in five hospitals and two universities and is very varied in its scope. Our funding awards range across things like providing state of the art [surgical robots](#), creating a [healthy ageing research unit](#), funding [clinical staff to undertake research](#) and our [Everyday Impact scheme](#) where small changes can make a big difference. From the large to the small, all of our funding is motivated by one thing – improving the health of the people of East London. As Senior Communications Manager you will have a keen eye for the stories behind our funding, be adept at managing a content pipeline and write compelling copy for a variety of audiences and across various media. Ultimately, your content management and writing will inspire more people to support Barts Charity.



Our total staff number c 45 people and we work hard to promote our values of one team, ambition, openness and accountability. In our latest staff survey, 100% of the respondents said they were proud to work at Barts Charity and that it was a safe and inclusive environment.

I'm extremely proud to be part of the team and of everything we've achieved so far. If you would like to join us, please read on to find out more about the role.

Fiona Bickley

Chief Operating Officer





About Barts Charity

For healthy East London lives

As East London's oldest healthcare charity, we've been at the forefront of advancing healthcare in our community for hundreds of years. The hospitals we support strive to provide excellent care to their patients, through the highs and lows. Yet too many people's lives in East London are affected by ill health.

As the dedicated charity for Barts Health NHS Trust, we support St Bartholomew's, Whipps Cross, Newham, The Royal London, and Mile End hospitals. We're also partnered with the Faculty of Medicine and Dentistry at Queen Mary University of London and the School of Health Sciences & Psychological Sciences at City, St George's, where we fund world-leading medical research.

Together with our partners and supporters we make better healthcare possible. We invest in inspiring people and projects that have the greatest impact on the health and lives of local people. And as our local community is one of the most diverse places to call home, what makes a difference in East London has the potential to touch lives across the world.

For more information about Barts Charity, please visit our [website](#).



We are committed to...

Professional development

At Barts Charity, we prioritise continuous learning and professional growth, ensuring our staff have access to both group and individual development opportunities so that staff make the best contribution they can, enjoy good job satisfaction and progress their careers.

Regular training sessions cover a range of hard and soft skills, including Unconscious Bias, Feedback, Assertiveness, and EDI Awareness. We also offer tailored programmes like a New Manager Bootcamp and other skills training.

Employee wellbeing

We support wellbeing through a culture that encourages open conversations about wellbeing and mental health, internal support for both staff and their managers, and access to external support via our Employee Assistance Programme.

All new starters will be assigned a buddy who will support them during their induction.

EDI and Inclusive Recruitment

We want everyone connected with Barts Charity to feel valued and respected. We will create and sustain a truly inclusive culture where everyone feels they can contribute. We know that this will take action and we must keep working at it. Find out more about our [Commitment to Equity, Diversity, and Inclusion](#).

In 2024 we conducted an Inclusive Recruitment Audit and delivered Inclusive Recruitment training for Hiring Managers to ensure our process is inclusive. We will continue to build on this into 2025.

We welcome applications from candidates of all backgrounds. As a Disability Confident Committed employer, we actively recruit, retain, and support individuals with disabilities and long-term health conditions, and make adjustments to ensure equal opportunities during recruitment and beyond.



About the role

Senior Communications
Manager



Role overview

Job title	Senior Communications Manager
Salary	£50-55,000 depending upon experience
Contract	Fixed term 12 months
Location	Ground Floor, 12 Cock Lane, London EC1A 9BU - Fully accessible office
Hybrid Working	Hybrid working, 2 days mandatory in the office (Tuesdays and Wednesdays) and other days remote.
Flexible Working	Core hours 10am to 4pm Flexible working requests will be considered
Department	Marketing & Communications
Reports to	Chief Operating Officer
Annual leave	27 days plus bank holidays
Pension	8% employer's contribution
Benefits (some subject to completion of 6 month probation)	<ul style="list-style-type: none">• Interest free travel season ticket loan• Private healthcare insurance (taxable benefit in kind)• Employee Assistance Programme• Social events within office hours



Hiring Manager: Fiona Bickley, Chief Operating Officer
Fiona has worked at Barts Charity for 14 years. For six of those years she has led the Marketing & Communications function. She also oversees People & Culture, Legal and Governance.





What does the role involve?

Overview

In the Marketing & Communications team, we seek to inspire people to support Barts Charity by telling the stories of the people and projects that we fund. We are a small team of five comprising the Senior Digital Communications Manager, Digital Marketing Officer, Senior M&C Manager (Brand and Creative) and the Content & Communications Officer.

We write for varied audiences – our funding partners Barts Health NHS Trust and Queen Mary University; wider healthcare/academia/medical research; existing and potential donors; wider public. The Senior Communications Manager works closely with the Fundraising team and Funding & Impact team to confirm content needs, help identify potential content and keep them apprised of the content pipeline.

We don't undertake media work directly, but we do work with central communications teams at Barts Health and QMUL as well as comms professionals within QMUL research institutes or who are attached to large projects we have funded.

Job purpose

The role is responsible for identifying and generating compelling copy which must serve a variety of audiences across different media and various digital platforms.

Key role deliverables

- Identifying and managing a content pipeline to serve website, social media, fundraising messaging and donor stewardship comms, paid advertising, supporter communications and all other written content
- Project managing the Impact Report
- Line managing the Content & Communications Officer



Who we're looking for

Key skills (essential)

Impactful and adaptable communication - a keen eye for a story and ability to write compelling copy for multiple audiences.

Stakeholder engagement – ability to develop relationships with a broad range of internal and external partners.

Project management – managing projects that involve various stakeholders (internal and external) and ensuring projects are delivered to a high standard.

Team development and planning – working with colleagues to shape and refine effective processes.

General skills - experience with a CMS such as WordPress; monitoring services such as Meltwater or Cision; Canva.

Key experience (essential)

- Identifying a content pipeline - developing and implementing communications plans and campaigns
- Translating complex information about healthcare/science/technical research into clear and compelling communications
- Writing for multiple audiences/channels/media
- Project managing and writing for a flagship report such as Annual Report or Impact Report
- Line management



How to apply





The application process

Please send your CV and a supporting statement (of no more than 2 A4 sides), highlighting how you meet the key skills and experience required for the role as outlined in the Job Pack.

To apply, please click here: [APPLY HERE](#)

Interviews

- DG interviews - 20th – 29th January 2025
- Barts Charity competency-based panel interview (virtual): 13/14th Feb 25
- Barts Final in-person interview: 8/9 Feb 25

Closing date for applications: Wednesday 15th January 2025 at 23.59hrs.

If you would like to discuss the role before applying, please feel free to contact Jo from Diversifying Group at joanna@diversifying.com.

We are a friendly, diverse, and inclusive team and are committed to having employees that represent all communities. We welcome applications from people from all identities and backgrounds and we particularly want to encourage people from under-represented groups to apply to work with us.



Barts Charity is a **Disability Confident Committed** employer. We will offer an interview to a fair and proportionate number of disabled applicants that meet the minimum criteria for the job.

If you wish to apply under the Disability Confident campaign, please clearly note this in your application email.





Thank you

bartscharity.org.uk



Registered charity no. 212563

 for healthy East London lives

