



Health
Innovation
South West

Head of Communications and External Affairs



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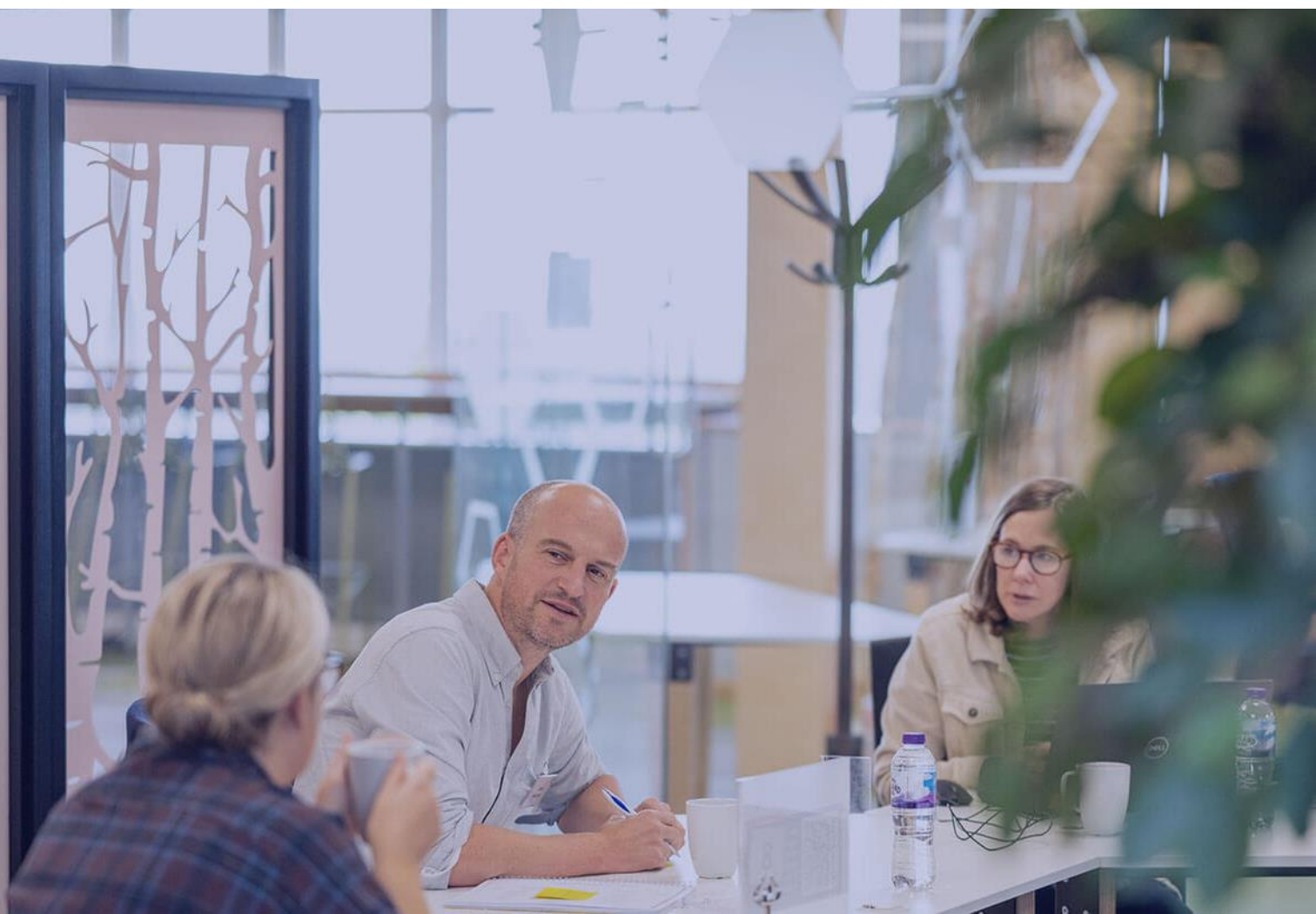
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Headlines

Title:	Head of Communications and External Affairs
Reporting to:	Executive Director of Corporate Operations
Salary:	£55,000 - £65,000 FTE (depending upon experience) plus pension and other benefits.
Background reading:	Health Innovation South West website Health Innovation South West Annual Review 2022-23 Health Innovation Network Impact Report 2022-23



Letter from Anna Lodge



Are you ready to champion innovation in health and care for the people in the South West?

Dear Applicant,

Thank you for your interest in the role of Head of Communications and External Affairs.

I am delighted to share with you this job pack and invite you to consider the role you can play in addressing the key problems facing people across our peninsula.

We are looking for a dynamic, proactive individual to lead the communications team and help raise the profile of our ambitious work across the region.

Through the application process we look forward to sharing with you more about our work with partners. We look forward to discussing with you the role of exceptional communications in helping identify and spread innovation improves health across a complex mix of rural, coastal and urban communities.

I would be very pleased to receive your application and hear all about your experience supporting exceptional stakeholder engagement and impactful communications.

Best wishes,

Anna Lodge

Executive Director of Corporate Operations

Health Innovation South West

Who we are

Health Innovation South West is one of 15 Health Innovation Networks set up by NHS England in 2013. We exist to help transform the way our health and care systems identify, adopt and spread innovation – improving the population health in our region and generating economic growth.

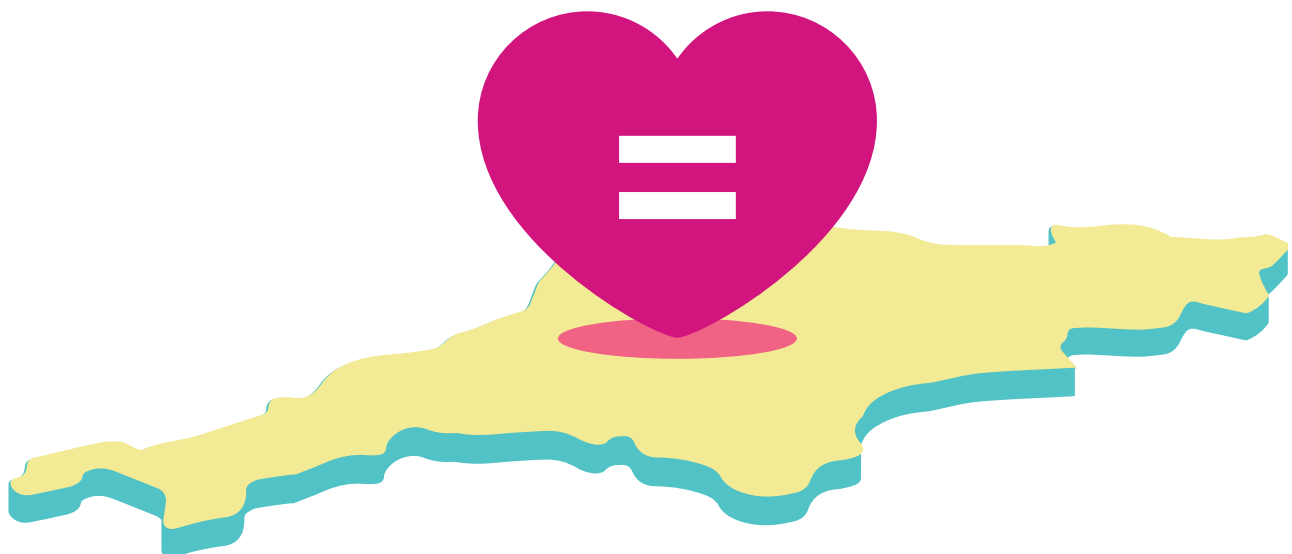
Together with our local and national partners we are increasing the impact of research and innovation across the peninsula.

You can read more about our impact in our [2022-2023 Annual Review](#).

As the only bodies connecting NHS and academic organisations, local authorities, the third sector and industry, Health Innovation Networks are uniquely placed to identify and spread health innovation at pace and scale.

We work in partnership with:

- **Our health and care system** – NHS partners and local authorities.
- **Our partners** – university, care sector, life science and voluntary, community and social enterprises.
- [The Health Innovation Network](#).



Who we are cont.

We deliver our impact through the work of our four business portfolios:

- **Innovation** – assisting partners to understand complex problems, define opportunities for improvement and identify promising innovations to test and evaluate in the real world. We also support health and care systems to effectively manage their pipeline of innovation projects, provide the systems, structures and approaches to enable a ‘single front door’ to innovators and align the management of the innovation pipeline to local system innovation priorities.
- **Implementation** – supporting partners to adopt, adapt and scale innovation. We use proven methodologies to design, support and evaluate the implementation of innovation.
- **Strategy, Partnerships and Performance** – helping our partners to design, implement and evaluate their approach to innovation and build partnerships to increase investment into innovation across our region. Internally providing the organisation with enterprise-wide portfolio management and performance information.
- **Corporate Operations** – including responsibility for managing our office (an innovation hub) to facilitate and enable innovation and partnership working.

Our work is funded by NHS England and Office for Life Sciences nationally commissioned programmes, income generated through other activities aligned to our core mission and purpose and contributions from our members.

Health Innovation South West is an independent company limited by guarantee, governed by a board of directors made up of senior leaders from across our Integrated Care Systems, partner universities as well as independent non-executive directors. Based in our award-winning office on the outskirts of Exeter, we work across the counties of Somerset, Devon, and Cornwall and the Isles of Scilly.

What we do

Our purpose is to transform lives through health and care innovation.

Our purpose and strategic approach are grounded in the context of the place in which we work. Our coastal and rural geography and the varied demographic across our region impacts on people's experiences of health.

Our population of 2.2m people live across our Integrated Care Systems, Somerset, Devon, Cornwall and the Isles of Scilly. Insight we have gathered shows this is one of the least densely populated parts of the UK, with over 600 miles of coastline. People have longer travel times to access health and care services. Poor transport and communications links exacerbate challenges of rurality. Areas of high and low deprivation exist side by side across a large geographic area. Vacancy rates in health and care sector are 30% higher than the rest of England and a growing skills shortage 11% higher than the UK average.

Whilst each of these challenges is not unique, their combination is distinctive to the South West. It is within this context that we work with our Integrated Care Systems to discover, develop and deploy innovation and improvement.

Our work is built on our four core capabilities developed with our members and partners:

- [Finding and connecting innovators to health and care systems](#)
- [Developing, testing and evaluating innovation in the real world](#)
- [Adopting and spreading proven innovations at scale](#)
- [Creating the conditions to innovate](#)

The opportunity

The Overview

Help us share the impact from our work, influence key stakeholders and market our services. As Head of Communications and External Affairs you will ensure we are seen by key stakeholders as a go-to place to support the development and deployment of innovation, particularly for coastal and rural regions.

We are seeking an experienced and highly motivated individual who will lead a team which spans our regional and national engagement through communications, events, and external affairs.

Working in collaboration with regional partners and Health Innovation Networks across England, our work transforms lives through innovation.

All our work is grounded in the context of our region – supporting our partners to identify and spread innovation that tackles the shared challenges we face improving health across a complex mix of rural, coastal and urban communities.

The challenges facing the NHS will not be addressed by doing more of the same. They will only be met by widespread adoption of innovation including digital and diagnostic technology, and data to transform clinical pathways and empower patients.

In this, our eleventh year of operation, we are launching ambitious plans to address the key problems facing people across our peninsula.

This coincides with the relicensing of Health Innovation Networks for a further five years by NHS England. Never has there been a more important time for innovation in health and care.

We believe that we have a unique offer for someone who is passionate about communicating complex information effectively, influencing others through sharing the impact for patients and economic growth through innovation in health and care.

We have an ambitious board, a chief executive with a clear vision, and a team that are highly committed to putting the South West on the map in rural and coastal health **and we are based in a really great place to live and work.**

If you would like to join our impact-led, improvement-focused and collaborative organisation, we would love to hear from you.

Role profile: Responsibilities

Enabling highly effective stakeholder engagement

- **Lead our external engagement strategy:** to engage with key regional and national stakeholders, through impact focused influencing campaigns that champion the spread of innovation.
- **Enable staff to represent Health Innovation South West:** ensuring our values and business aims are effectively communicated and represented and that we are recognised as a strategic influencer and driver for change.
- **Develop highly effective marketing:** to communicate the value of our distinctive paid for services.
- **Champion events and networking:** through exceptional management of our purpose designed innovation space and facilities.
- **Develop strong regional and national relationships:** with communications, public relations, and policy teams to cultivate and support opportunities for thought leadership and impact stories.

Overseeing impactful and influential communications

- **Ensure the highest quality communications:** to dissemination of insight and impact to drive influencing of external audiences including regional partners, investors, funders, and policy makers.
- **Ensure effective digital communications functions:** website, CRM online, hybrid events, business IT contracts and commissions.
- **Oversee the evolution of our brand, design, tone of voice:** ensuring it is distinctive and aligned with the national network of Health Innovation organisations and champions our work with regional partners.
- **Ensure capture and use of key performance measurements:** to report on and improve communications performance, including digital insights, customer satisfaction and income generation from facilities.

Role profile: Person specification

Experience we are looking for

- **Senior leadership:** leading and managing communications to support teams to market services and generate income.
- **Complex communications skills:** experience in digesting complex information, producing succinct briefings and PowerPoint slides, executive summaries and short-turnaround update documents.
- **Budget management:** enabling effective income generation, preferably through facilities and/or events.
- **Overseeing relevant functional roles:** including digital communications, events facilities and external affairs.
- **Evolving powerful communications:** including event projects working within a dynamic, complex, and changing sector.
- **Line management:** Track record of managing, motivating, and directing teams.

Experience and capabilities you will develop in the role

- **Communicating about new approaches:** developing easy to understand materials showing the impact of innovation in health and care.
- **Influencing regional and national audiences:** identifying and amplifying impact stories.
- **Influencing collectively:** working with colleagues regionally and nationally, including other Health Innovation Network organisations to influence and share the impact of our work.
- **Role modelling leadership:** ensuring effective communications through a matrix organisational structure.

Role profile: Person specification cont.

Abilities and attributes

- **Senior experience delivering high quality communications:** Engaging audiences on complex issues, influence key stakeholders, build brand and market services to grow income.
- **Confidence to network and influence:** delivering effective communications in regional and national policy settings.
- **Capable of leading a team:** motivating individuals with different skills, setting clear expectations and supporting staff development.
- **Ability to learn from experience and collaborate with others:** finding solutions and new ways of working to deliver highly effective communications.
- **Thrive in a busy, changing, dynamic environment:** committed to agile working.



Working here

Our Values

- We are impact-led – we are solutions focused, action orientated and adapt plans to achieve desired end goals.
- We are improvement focused – we seek to understand problems, look at things from different angles, test ideas and learn from our experiences.
- We are collaborative – we value diversity of perspectives, commit to and place trust in others to contribute towards collective goals.

Work environment

Health Innovation South West is based in Exeter, Devon, in an award-winning office – an ideal setting for collaborating, convening and growing our internal and external relationships.

Close to the M5, accessible by train and taxi, it hosts teams gathering across the region as they develop and innovate and run improvement projects. Many use it as the base to build their capabilities, through their own training or leadership programmes, or in partnership with our team at the Health Innovation South West. Our space is purpose-designed to accommodate events, with a variety of options, spaces and configurations that guests can use, as well as hot desks.



Working here cont.

Training and development

We are committed to supporting learning and development through generous individual development budgets, organisation-wide training, and peer-to-peer learning and coaching opportunities.

Benefits

We provide a generous benefits package including employer pension contributions up to 10% and an employee assistance programme.

Wellbeing

Staff wellbeing is a priority for us. We are continuously working with colleagues to provide initiatives that will enhance our team's health, happiness and general wellbeing.

We provide free fresh fruit in the office, showers and lockers, and there are a number of employee-led activities.

Diversity and Inclusion

We encourage inclusivity and value diversity, actively seeking to work with individuals, partners and organisations from a broad range of backgrounds. We support flexible working, part-time roles and job shares, and are open to applications from people with wide-ranging experiences.

We believe that an inclusive and diverse environment can help us achieve greater impact in our work. We are committed to the [Health Innovation Network diversity pledges](#) and are developing a progressive and ambitious five-year action plan led by our Diversity and Inclusion Working Group. Through this work, we are seeking to further develop a culture of inclusivity and increase diversity as part of our work.

Our team

Board

[Our board](#) is led by an independent chair and composed of a mixture of both executive and non-executive directors, including representatives from our three Integrated Care Systems, our university partners and independent non-executive directors with expertise in commercial, clinical and digital sectors.

Executive team

Jon Siddall, Chief Executive Officer, Board member

Jon joined Health Innovation South West in April 2020 to continue his work across the health and care system leading innovation, strategy and building partnerships to improve population health.

Before joining Health Innovation South West, Jon spent three years as an Executive Director at Guy's and St Thomas' Foundation, leading the design and development of the foundation's £150 million portfolio of urban health programmes focused on some of the biggest health challenges facing cities around the world.

Prior to his position at Guy's and St Thomas' Foundation, Jon worked across a range of health and social issues working with funders, investors and government agencies in the UK, Ireland and New Zealand. Jon's work included four years at Health Innovation South West, helping to launch the organisation and developing a range of successful innovation programmes.

Jon has also held a range of non-executive roles, including seats on the advisory boards of the NHS Innovation Accelerator, SBRI Healthcare, the Health Innovation Network, the Research and Development Board of Guy's & St Thomas' NHS Foundation Trust and the UK Taskforce on Multiple Conditions.

Our team

Anna Lodge

Executive Director of Corporate Operations, Board member

Anna joined Health Innovation South West in March 2021 as Communications Director, and moved to her current role in March 2023. She graduated with a Masters degree from the London School of Economics and Political Science. Since then, she has gathered over 20 years' experience working for multinational companies, charities, and community organisations specialising in organisational development, leadership and strategic communications.

Pip Peakman

Executive Director of Innovation, Board Member

Pip joined us from the University of Nottingham, where she was Director of Research and Innovation.

Prior to joining the university, Pip was Director of Research Operations and strategy at Manchester Cancer Research Centre providing specialist support to address unmet health needs and facilitating partnership working between academia, clinicians, industry and small to medium enterprises. Before working in academia, Pip had a career in industry as an International Business manager with Shell International Chemical Co. Pip is a biochemistry graduate from the University of Birmingham.



Our team

Rebecca Whitting

Executive Director of Implementation, Board Member

Rebecca initially joined Health Innovation South West in October 2019 as Programme Director and Patient Safety Collaborative Lead. Previously she worked at Somerset Partnership as the Operational Manager for Musculoskeletal Physiotherapy and Podiatry services having spent over a decade working with the Armed Forces in both clinical and service management roles. Rebecca was a national lead for the wound care programme. Informing all her work, Rebecca is a strong believer in change management through enhancing individual and team leadership.

Dan Lyus

Executive Director of Strategy, Partnerships and Performance, Board member

Dan joined Health Innovation South West in August 2019. An executive director with experience across commercial, not-for-profit and public sectors, Dan has business development and commissioning expertise as well as strong and broad networks across the health, care, support and housing sectors.



Our team

Staff

Our [staff team](#) comprises approximately 60 passionate and dedicated people who offer wide-ranging professional expertise in finance, healthcare, project management, communications, business development, data analysis, evaluation, HR, knowledge management and events management.

Our members

Health Innovation South West is a membership organisation with partners drawn from a range of collaborating organisations across the South West.

- Devon Partnership NHS Trust
- NHS Devon
- Royal Devon University Healthcare NHS Foundation Trust
- Livewell Southwest
- South Western Ambulance NHS Foundation Trust
- Torbay and South Devon NHS Foundation Trust
- University Hospitals Plymouth NHS Trust
- University of Exeter
- University of Plymouth
- Cornwall Partnership NHS Foundation Trust
- NHS Cornwall and Isles of Scilly
- Royal Cornwall Hospitals NHS Trust
- NHS Somerset
- Somerset NHS Foundation Trust

How to apply

Applications

We are working hard to ensure we recruit great people and minimise unconscious bias in our selection process. To support us to do so we use the Applied recruitment platform, which anonymises applicants.

Our process is progressive - alongside submitting a CV, you'll also answer a few work-related questions. Our goal is to assess how you seek to understand problems, test ideas and learn from experiences, ultimately to gain a better understanding of your relevant knowledge and skills.

We appreciate that AI programs are capable of answering these questions, and we can easily find those responses independently. What we would value hearing is your perspective, articulated in your unique voice and expression.

To apply for the role, please email Barry Hartness, barry@ellwoodatfield.com

The closing date for applications is 12 noon Monday, 6th May.

PLEASE NOTE: WE CANNOT ACCEPT APPLICATIONS FROM CANDIDATES THAT REQUIRE SPONSORSHIP



How to apply

Interviews

Successfully shortlisted applicants will be invited to interview w/c 13th May 2024, via Teams. Following this, a second final interview will be held for a small number of candidates at our offices in Exeter.

You'll find many Health Innovation South West staff on X, as well as regular updates on our main [@HealthInSW](#) account.

We're also on LinkedIn [here](#).



Next Steps

Ellwood Atfield recruits for organisations that are seeking to influence their external environments and specialises in trade association leadership.

We are specialist headhunters recruiting within communications, public affairs, corporate affairs, sustainability, policy, regulatory, and media relations.

We are committed to diversity and proud that, in acting for our clients, we select candidates regardless of race, sex, sexual orientation, disability, religion or belief, being pregnant, married or in a civil partnership and age.

Please contact Barry Hartness for an initial discussion.



Barry Hartness specialises in the recruitment of health and life sciences professionals in public affairs, policy, media and communications. He primarily works with those in mid to senior level roles.

07849 214697 barry@ellwoodatfield.com