

# Communications Manager, BHF Data Science Centre

## Applicant pack

### Job description and person specification

<b>Post:</b>	Communications Manager, BHF Data Science Centre
<b>Location:</b>	Flexible. Primary base could be anywhere in the UK, but must be willing and able to travel to London and elsewhere (mainly UK) in connection with the role.
<b>Salary:</b>	£45,000 - £49,000
<b>Duration:</b>	Permanent
<b>Reporting to:</b>	Head of External Affairs

### About Health Data Research UK

Health Data Research UK (HDR UK) is an independent charity working to accelerate trustworthy data use to enable discoveries that improve people's lives.

Our vision is for large-scale data to benefit every interaction with patients, every clinical trial and every biomedical discovery, and to transform public health.

We work in partnership with the NHS, industry, charities and universities to realise the potential of the UK's wealth of health data in life-changing research. Patients and the public are actively involved in shaping HDR UK's work and ensuring it delivers public benefit.

With this collaborative approach, we are committed to making it easier for researchers to find, access and work with the data they need to generate new discoveries, using streamlined systems that are designed to ensure the privacy and security of people's data.

Our funding comes from UK Research and Innovation, the Department of Health and Social Care (England) and the devolved administrations, and leading medical research charities

HDR UK is a virtual institute, with staff and partners in all four nations of the UK and a small office in central London. We employ talented individuals who bring their own unique skills and experience to support the vision and benefit the whole team. Our values of transparency, optimism, respect, courage and humility guide how we work together within HDR UK, with our partners and other stakeholders.

## HDR UK's strategy

HDR UK is pursuing three 5-year objectives.

1. Accelerate trustworthy data use by sorting the data
2. Improve people's lives by unlocking the power of data
3. Shape the future of health data research

## About the BHF Data Science Centre

The [British Heart Foundation \(BHF\) Data Science Centre](#), which launched in January 2020 and is embedded within HDR UK, is building on a £10m initial investment from the BHF to deliver the data and data science needed to address some of the most pressing challenges in heart and circulatory health research.

The Centre works in partnership with patients, the public, NHS, researchers and clinicians to promote the safe, ethical and scientifically robust use of data for research into the causes, prevention and treatment of all diseases of the heart and circulation and closely related conditions (including, for example, heart attacks, heart failure, heart rhythm disorders, stroke, peripheral vascular disease, vascular dementia and diabetes).

The Centre's six thematic areas are:

- **Whole population data:** Better access to and use of population-wide structured health data for cardiovascular research
- **Imaging:** Better access to and use of unstructured health data at scale for cardiovascular research
- **Smartphones and wearables:** Enabling large-scale use of personal monitoring data in a wide range of cardiovascular research
- **Defining disease:** Developing and refining computable cardiovascular phenotypes for different applications
- **Cohorts:** Supporting discoveries of cardiovascular disease causes, prediction, early detection, prognostic tools and treatments using disease-based cohorts
- **Clinical trials:** Developing methods and infrastructure for large, efficient, data-enabled cardiovascular trials

The BHF Data Science Centre also hosts the Diabetes Data Science Catalyst, Stroke Data Science Catalyst and Kidney Data Science Catalyst, in partnership with Diabetes UK, the Stroke Association and Kidney Research UK, respectively.

The Centre's core team of around 30 staff currently comprises the Director, Deputy Director and eight interdisciplinary Associate Directors, who lead the thematic and catalyst activities; an operations team, providing administrative, scientific project management, communications and patient and public involvement support; and a health data scientist team, providing expertise and services in reproducible data management, curation and analysis pipelines.

## Purpose of the post

This is a pivotal role in demonstrating the value of health data research and infrastructure for diseases of the heart and circulation. You will work closely with the BHF Data Science Centre and HDR UK research communities, wider stakeholders, as well as colleagues in BHF, Diabetes UK, the Stroke Association, and Kidney Research UK to develop and communicate a compelling narrative of the BHF Data Science Centre's impact.

Reporting to the Head of External Affairs in the HDR UK Communications team, you will deliver a range of high-quality communications and events for the BHF Data Science Centre. You will manage the Centre's brand and a range of communications tools and channels to reach audiences across academia, NHS, industry, charities, as well as patients and the public. The post holder will work closely with colleagues in the Communications team on media relations, external affairs, events, digital platforms and social media, and internal communications, ensuring alignment and maximising impact of BHF Data Science Centre and HDR UK outputs.

This is an exciting opportunity for an experienced science communications professional to lead and deliver communications and events on cutting-edge cardiovascular research using large-scale health data and demonstrate how we are making a tangible difference to people's lives.

## Main responsibilities

- Deliver the communications strategy for the BHF Data Science Centre and HDR UK, working with the Communications and BHF Data Science Centre teams.
- Produce high-quality and engaging content in a variety of formats, depending on the purpose and target audience: case studies, news stories, blogs, newsletters, posts for social media channels, multimedia and more. Close working with relevant stakeholders will be essential as well as ensuring communications are timely, accurate, accessible, insight-led and user-oriented.
- Provide strategic communications support and advice for senior colleagues within the BHF Data Science Centre.
- Build and maintain good networks with a wide range of stakeholders, including researchers, data scientists, funders, policymakers and other strategic partners.
- Establish effective relationships and ways of working across your two teams: the Communications and External Affairs team and the BHF Data Science Centre team, joining team meetings and enabling good understanding and communication across both teams.
- Ensure all communication materials produced adhere to BHF Data Science Centre and HDR UK brand guidelines, helping to ensure our reputation and visual identity are maintained.
- Carry out day-to-day management of the BHF Data Science Centre websites and channels, working with the Digital Marketing and CRM Manager. Support and oversee the Communications and Administrative Assistant in posting content to the BHF Data Science Centre social media channels and website.

- Organise, co-ordinate and support high quality events for the BHF Data Science Centre to engage with a wide range of audiences. Work with the Events Manager to manage event logistics, evaluate effectiveness and join up event activity across HDR UK.
- Work with the Research Communications Manager to manage relevant media relations opportunities for the BHF Data Science Centre's research and scientific outputs, as well as handle enquiries and interview requests.
- Work with colleagues to ensure outputs, events and their impact are recorded for governance and funder reporting, and wider dissemination where appropriate.
- Where necessary, commission external suppliers to support delivery of the Centre's communications, manage relationships and project manage delivery to time and budget.

### **Planning and organising**

This role requires exceptional organisational skills to manage multiple projects and multiple partners while ensuring effective communications are delivered within deadline. You will be part of a busy Communications team working across digital communications and social media, media relations, internal communications, events, external affairs and more. The post holder is responsible for taking the initiative in planning and delivering communications activity for the BHF Data Science Centre and works across teams within HDR UK, with liaison with many healthcare and research organisations across the UK. The post holder will require a flexible approach to work effectively in response to changing demands.

### **Problem solving**

You will be expected to use problem solving skills to respond to and manage diverse demands. The post holder will operate with independence, dealing with and responding to issues brought to their attention as a first point of contact for communications for the Centre. The post holder will require confidence and resilience in dealing with enquiries and problem solving. You will make decisions on when to escalate issues to senior colleagues' attention and with what urgency.

### **Decision making**

You will make all day-to-day operational decisions in your area of responsibility, determining the best approaches for delivering high quality communications on behalf of the Centre.

### **Key contacts/relationships**

You will build and maintain effective working relationships both internally, within the BHF Data Science Centre and HDR UK, and externally, with key colleagues within partner organisations and other stakeholders. This includes:

- The BHF Data Science Centre team including the Public and Patient Involvement and Engagement team and the Communications and Administrative Assistant
- The HDR UK Communications team and HDR UK colleagues more widely
- British Heart Foundation, Diabetes UK, Stroke Association and Kidney Research UK colleagues, in particular communications and media colleagues
- Colleagues in partner academic and NHS institutions.

- External stakeholders such as patients, public, funders, policymakers, media organisations and charities.

## Knowledge, skills and experience

### Essential

- Significant experience of creating and delivering successful science communications strategies and plans to generate impact and engagement
- A strong understanding of science/health research and the ability to synthesise complex, technical information into succinct, crisp copy
- Exceptional written and verbal communication skills with the ability to produce high quality content – both written and visual - for traditional and innovative communications
- Excellent editorial and proofreading skills with great attention to detail
- Excellent interpersonal skills with the ability to communicate effectively and confidently with people at all levels, including senior people internal and external to HDR UK.
- Experience of handling sensitive and confidential issues
- Experience of working independently and autonomously, using excellent decision-making and influencing skills
- Project management expertise and strong organisational skills with a proven track record of delivering challenging projects with multiple partners to deadlines in a fast-paced environment
- Demonstrable experience of managing websites using a content management system (CMS) and running social media channels in a professional capacity
- Experience of event management, organising a range of events from start to finish
- Strong analytical skills to evaluate impact of communication activities and deliver continuous improvement
- A background and/or demonstrable strong interest in science and research

### Desirable

- Understanding of data protection relating to communications, events and marketing
- Experience of using CRM systems
- Ability to write briefs for and manage freelancers and agencies to deliver a range of written and visual content

## Dimensions

- This is a full-time role
- The post holder will be line managed in the Communications team but have a “dotted” line to the BHF Data Science Centre Operations Director
- HDR UK is a national institute and our activities take place across the UK. Travel in the UK may be required on occasion

## Application Process

**How to apply:** Please apply using our online portal. We use a recruitment process that is based on finding out more about your relevant skills and knowledge and to help us with this we ask you three or four skills-based questions as part of the application process. We look at the anonymised answers to these questions first in shortlisting applicants.

We will ask you to upload your CV and covering letter, these will be anonymised and will be used if you are shortlisted.

Please contact [recruitment@hdruk.ac.uk](mailto:recruitment@hdruk.ac.uk) if you have any queries regarding your application

**The closing date for this vacancy is Friday, June 7<sup>th</sup>, 2024 at 5pm**

**Interviews will take place on June 21<sup>st</sup>, 2024.** Interviews will take place online.

## Equal Opportunities Policy Statement

Health Data Research UK is an equal opportunities employer, and as such aims to treat all employees, consultants and applicants fairly. It is our policy to provide employment equality to all, irrespective of:

- Gender, including gender reassignment
- Marital or civil partnership status
- Having or not having dependants
- Religion or belief
- Race (including colour, nationality, ethnic or national origins)
- Disability
- Sexual orientation
- Age

We are opposed to all forms of unlawful and unfair discrimination. All job applicants and employees who work for us will be treated fairly and will not be unfairly discriminated against on any of the above grounds. Decisions about recruitment and selection, promotion, training or any other benefit will be made objectively and without unlawful discrimination.

## Safeguarding

HDR UK is committed to robust safeguarding policies, we expect everyone who works with us to share our commitment to safeguarding.