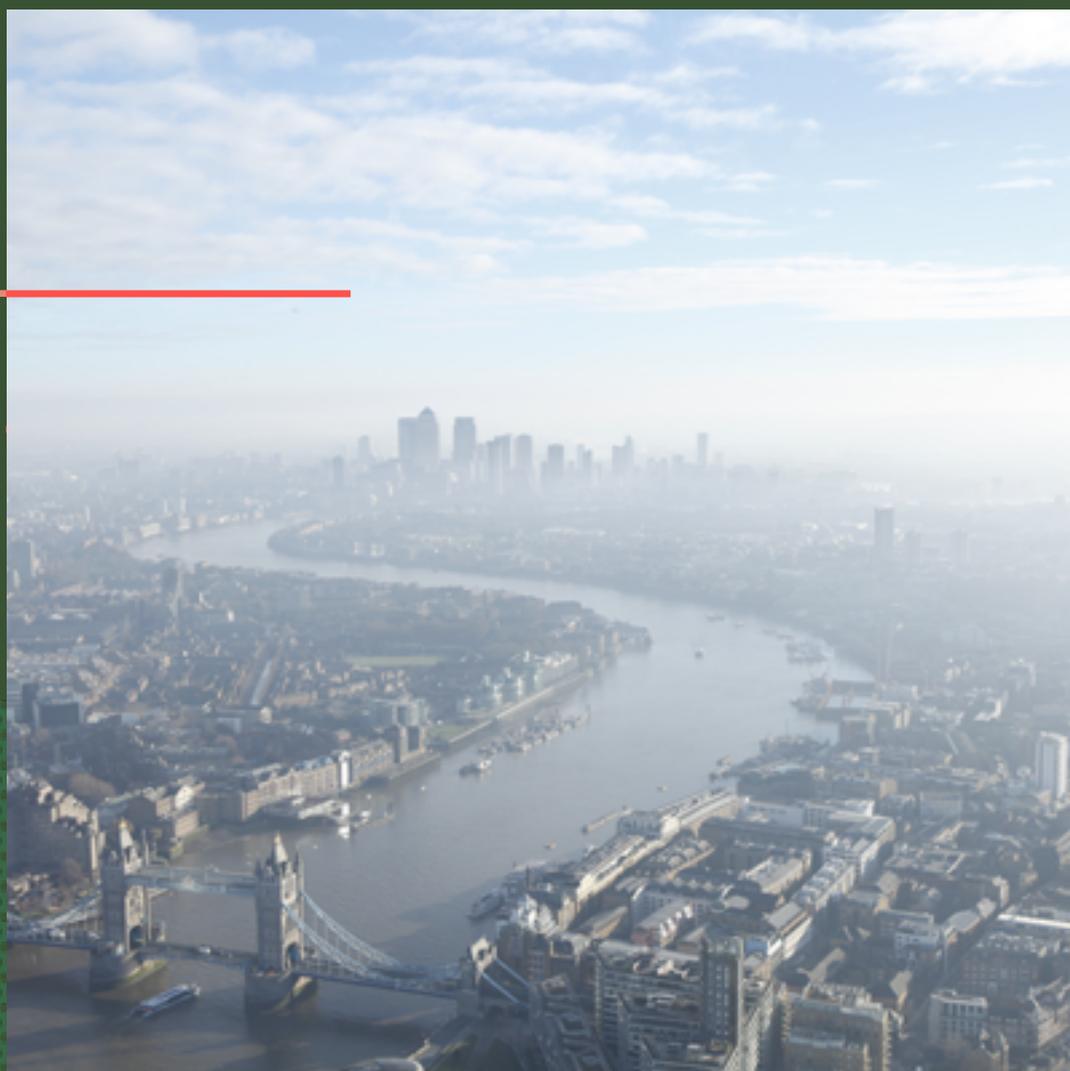


Social Media Manager

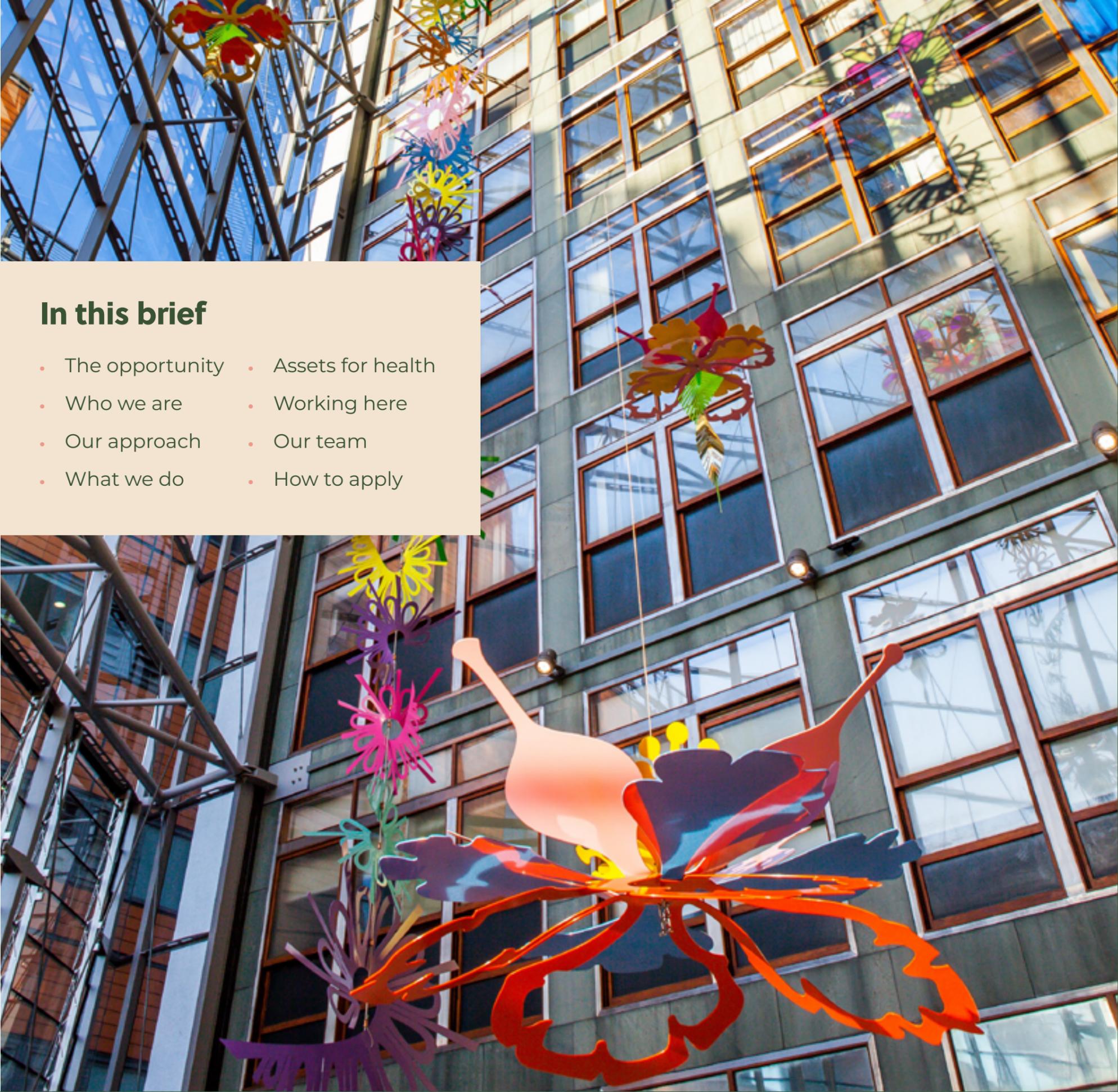
Join our team

September 2021



**Guy's &
St Thomas'
Foundation**

Investing in a healthier society



In this brief

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The opportunity

For over 500 years, we've been a constant in London's ever-changing landscape, at the leading edge of health. We are proud of our role as the fundraising charity for Guy's and St Thomas' NHS Foundation Trust. Our work together ensures the provision of exceptional healthcare, through supporting a world-class environment for patients and staff at our hospitals and community sites.

Job title:
Social Media Manager

Reporting to:
Digital Director

Overview

We are proud of our role as the fundraising charity for Guy's and St Thomas' NHS Foundation Trust. Our work together ensures the provision of exceptional healthcare, by supporting a world-class environment for patients and staff at our hospitals and community sites. This year, we are launching three new charity brands, Guy's & St Thomas Charity, Evelina London Children's Charity and Guy's Cancer Charity. Part of our broader rebrand includes a new digital ecosystem to support each charities' fundraising efforts. This key role sits within the wider digital team at Guy's & St Thomas' Foundation, reporting to the Digital Director.

The Social Media Manager (Guy's and St Thomas' Charities) will be vital in helping to manage and maintain our new digital ecosystem, which includes websites, social channels, digital marketing, analytics and user experience across the three brands, working closely with agency partners and fundraising, communications and funding colleagues. You will take ownership of all our social channels across each of the three brands, as the go-to social media expert managing a programme of content to engage our supporters. We are looking for someone who cares deeply about creating and maintaining exceptional social media experiences to help us generate fundraising income and tell the story of how we make things better for patients, families and staff across our hospitals.

Responsibilities

- Lead our social media strategy to deliver against ambitious brand and fundraising goals
- Oversee the creation of social-first content across all channels and for a diverse range of audiences
- Build and manage stakeholder relationships across the charity
- Be our social media expert, with consultative approach to planning focusing on performance
- Manage the day-to-day operational requirements of social media channels including workflow for the production of content and campaigns
- Develop our understanding of our audiences and how they interact with us through our digital channels, working with marketing and data colleagues to implement journeys based on audience segmentation
- Help us establish our social media presence and approach as we launch and embed our three new charity brands
- Extend our reach and build genuine and meaningful connections with our social media audiences through understanding and meeting their needs
- Work closely with colleagues in digital, marketing and fundraising to develop our strategic approach to content and social media
- Own strategic planning and measurement for paid social media, including management of in-house campaigns and liaising with agencies
- Responsible for planning, executing and evaluating social campaigns from beginning to end
- Identify new opportunities to amplify our brand presence using social media
- Plan strategically, prioritising and aligning projects and day-to-day activity with wider business planning processes and priorities
- Understand and prioritise competing demands and communicate these to stakeholders
- Measure success of content through analytical tools and reporting
- Create and manage social media policies for the charity
- Act as campaign lead or 'business partner' for fundraising teams and/or projects
- Support and train colleagues as part of a general digital education and upskilling programme
- Must be prepared to travel and work out-of-hours, if required
- Deputise for Digital Director as required.



Person specification

Skills and experience

- Ownership of social media channels, ideally in an organisation with multiple brands and preferably within a non-profit context
- Managing relationships with digital agencies and internal stakeholders
- Familiarity with the full spectrum of digital marketing.

Knowledge and qualification

- A deep understanding of social media channels and non profit social media strategies
- A deep understanding of how social media channels connect to organisational mission and purpose
- An awareness of Agile (ideally SCRUM) ways of working
- A strong understanding of content strategy theory and practice.

Abilities and attributes

- Demonstrate empathy for our supporters and their needs and advocate for them
- Passionate about the opportunity social media gives charities and able to bring an enthusiastic and pragmatic approach
- Excellent written and verbal communications skills
- Excellent ability to understand and frame problems in order to determine effective and practical solutions
- Ability to build great relationships with stakeholders to help them achieve their objectives
- Ability to balance strategic thinking and planning with operational doing
- Engaged with the latest developments and trends within the charity digital sector and happy to share learning and insight with colleagues
- Committed to continuous improvement and living our values.



Values

Enterprising

Looks at things from different angles, with willingness to experiment and test.

Collaborative

Gives time and attention to people and ideas, and motivates others.

Delivery minded

Is willing to get stuck in and takes ownership for results.

Diversity, equity and inclusion

We have created definitions of what diversity, equity and inclusion mean to us, and how we expect everyone in the team to act as a result.

Diversity

Recognising and taking account of everything that makes us unique as an individual. It is not just the categories that are protected by law. It is our backgrounds, the way we live, our personality types, our ways of thinking and the variety of our perspectives. To us, diversity describes the positive value of the rich tapestry of experience which helps us to look at things from different angles to make impact in the communities in which we operate.

Equity

We are currently working on our definition of equity.

Inclusion

We embrace, celebrate and value difference within the workplace. It means that our organisational effort and practices ensure we remove barriers so that all groups or individuals are culturally and socially welcomed and valued equally.

Who we are

We're an independent charitable foundation. We invest in a healthier society, backing people and ideas to drive more equitable health.

At Guy's & St Thomas' Foundation, our mission is clear – to build the foundations of a healthier society.

For over 500 years, we've been a constant in London's ever-changing landscape, at the leading edge of health.

Our home in the heart of a global city is vibrant and diverse, but it is also a place with stark health inequity. Our commitment and work are backed by our endowment, which allows us to take a long-term view while addressing the real and urgent health issues of today. Our focus is on backing people and ideas to drive more equitable health.

We invest, partner, engage and influence to come at big health challenges from all angles. Through our family of forward-looking organisations, we collaborate with our communities, partners and hospitals, and use our assets to transform lives.

Across everything we do, we look to increase our impact by sharing and connecting with others working on better health – from our part of the city to cities around the world. Because a healthier society is our collective endeavour.

Previously known as Guy's and St Thomas' Charity, we are a registered charity (no. 1160316) and a company limited by guarantee registered in England and Wales (no. 9341980).



Our approach

We invest, partner and influence – working with others to come at big health challenges from all angles.

Setting strong foundations

We are on a mission to build the foundations of a society that helps everyone stay healthier, for longer. We're an investor, the holder of valuable assets, and the enabler of a family of forward-looking organisations working to create better health.

At close to £1 billion, our endowment is one of the largest among foundations in the UK. It allows us to take a long-term view while addressing the real and urgent health issues of today.

In investing and managing our assets, we look for both health impact and financial returns. We strive to act consistently with our mission, considering the impact of our investments and assets on the health of our planet and people.

A focus on health equity

A healthier society is one which actively supports people to stay as healthy as possible for as long as possible. Health equity – ensuring everyone has what they need to have the best possible health – is at the heart of it. To drive greater health equity, we collaborate with all parts of society, from communities and grassroots organisations to hospitals, academics, charities, government and private companies.

Coming at issues from all angles

We believe that better health for all is within our reach. To achieve this, we need to address avoidable, unfair and systematic health differences caused by the varying circumstances in which people are born, grow up, live and work.

We contribute to a healthier society by backing people and ideas, taking risks that others cannot.

Our commitment is backed by our endowment, which allows us to take a long-term view while addressing the real and urgent health issues of today.

In our work, we are improving health through increasing access to affordable housing, nutritious food, healthier neighbourhoods, secure work and financial support. We are helping to create better healthcare experiences for NHS patients and improving the welfare of staff who care for them. And we are using our endowment to demonstrate that investing in health is good business.

Across everything we do, we look to increase our impact by sharing and connecting with others working on better health – from our part of the city to cities around the world.

How we're governed

We aim to be an open, transparent and responsible foundation and are supported in this by a group of external experts. Members of our board of Trustees and committees bring a rich mix of experience from the worlds of healthcare, investments, asset management, consumer technology, charity and beyond. Our board oversees the organisation and how we achieve impact across all areas of our work and is advised by eight specialist committees dedicated to our work in impact investing and property; at Impact on Urban Health; and as an NHS charity supporting Guy's & St. Thomas' and Evelina London hospitals and community services.

What we do

Through our family of forward-looking organisations, we collaborate with our communities, partners and hospitals, and use our assets to transform lives.

Health is a collective endeavour. It requires people and ideas to come at big challenges from all angles. To help us do that, we have established a family of forward-looking organisations, all working to create a healthier society.

Each has a distinct identity and is focused on a specific area of our work: how we use our assets for better health, how we help cities become healthier places for all, and how we back innovation and inspiration across Guy's and St Thomas' NHS Foundation Trust. This approach allows us to connect better with those who are crucial to achieving our goals. All our work is supported by our endowment, which allows us to take the long-term view while addressing the urgent health issues of today. Together, we partner with all parts of society, from communities and grassroots organisations to large companies, government, hospitals, academics and many others.

Areas of impact

Using our assets for health

A key part of our work at Guy's & St Thomas' Foundation is managing and investing an endowment worth nearly £1 billion. We set dual objectives for it: to achieve financial returns and to deliver health impact.

Unlocking the potential for cities to be healthier

We are exploring health inequity in cities, and what can help to turn them into healthier places for all. This is the focus of Impact on Urban Health.

Supporting incredible NHS staff and exceptional healthcare

Through our Trust charity work, we support incredible NHS staff and exceptional healthcare by backing people, innovation and inspiration across Guy's, St Thomas', and Evelina London hospitals.

Assets for health

At nearly £1 billion, our endowment is one of the largest among foundations in the UK. We use all our assets to drive better health.

Investments

We are the custodian of one of the largest charitable endowments in the UK. In our role as an investor, we are working towards a portfolio where our investments achieve both financial returns and health impact.

Through our growing portfolio of impact investments, we are backing bold ideas to come to issues from different angles – whether pioneering medical technology or helping to address social determinants of health, like housing.

Property

Our land and properties make up a substantial element of our endowment. Valued at over £400 million, it is a large portfolio of residential, student, commercial and agricultural properties. Most of our land and properties are long-term assets. Along with making our endowment more resilient, they bring unique opportunities to help improve places over many generations. We take pride in acting responsibly and sympathetically with our property partners, stakeholders and tenants. We dedicate spaces to healthcare and embed wellbeing at the heart of new developments.

Arts

We own and manage one of the largest health-related arts and heritage collections in Europe and we use it to enhance healthcare settings. It comprises around 4,500 artworks and artifacts which date from 1500. We manage it to improve health today, and we grow and preserve it for generations to come.

The collection has grown over five centuries through donations, bequests, purchases and commissions. Just over half of the collection is currently on display across Guy's and St Thomas' NHS Foundation Trust hospitals, community sites and inside healthcare facilities, enhancing spaces for patients, staff and visitors.



Our impact in 2019/20

£10.2m

awarded to support patients and staff across Guy's and St Thomas' NHS Foundation Trust

£8m

committed to impact in investments

4,500

people reached through our urban health programmes

Working here

We set big ambitions, and recruit brilliant people to deliver them.

Purpose

As a member of the team, you have a real opportunity to shape our work and the impact we can have. This is fuelled by our desire to be more than the sum of our parts. We're curious, we think big and we're not afraid to take risks.

Our team

As part of our team, you will work alongside talented people from a real mix of personal and professional backgrounds, in an environment where different perspectives and lived experience are valued and respected. We are a Living Wage employer and support flexible working, part-time roles and job shares. Though our ambitions are serious, this is a friendly place to work with lots of opportunities to meet and socialise with colleagues. There is immense power in diversity so we recruit and nurture talent who think and act differently.

Diversity, equity and inclusion

We commit to including the experience and expertise of people from a range of backgrounds, and value both lived and learnt experiences. In 2019 we set out a clear agenda to embed our commitment to diversity and inclusion into our organisational practice which has resulted in many practical changes in the way in which we will work going forward.

Values

We're a values-led organisation, driven by being enterprising, collaborative and delivery-minded.

Benefits

We provide generous annual leave (27 days plus bank holidays) and up to 12% employer pension contributions.

Training and development

We have a committed approach to learning and development, through generous individual development budgets, organisation-wide training, and peer-to-peer learning and coaching opportunities.

Health and wellbeing

We provide fresh fruit and facilities to make and store lunch. There are also free weekly yoga and Pilates sessions and yearly health checks. And everyone can make use of a £200 annual allowance to spend on health and wellbeing.

Our BUPA employee assistance programme also gives our people and their partners access to a service that's there to help them to take care of their mental health and wellbeing at times when they need a little extra support.

"The best thing about working here is the sense that we're all pulling together to make a difference to people's lives."

Work environment

Our office space near London Bridge offers an open and vibrant work environment with collaborative spaces, a library and facilities including showers, lockers and bike storage. The building has step-free access throughout and is located near major train and underground stations.

During the COVID-19 pandemic, most of our team are working remotely. Where government advice permitted office working, we have made our office available to those who needed it, conducting a COVID-19 risk assessment and establishing protocols to create a COVID-secure workplace.

We are supporting our people with the technology and set up to work and connect effectively. Where possible, health and wellbeing activities are delivered virtually and our focus on mental and wellbeing support is more important than ever.

Later this year we will be moving to a new, larger office that reflects both our heritage and modernity.

We are committed to fair pay:

0%

our median gender pay gap

-1%

our median ethnicity pay gap



Our team

Trustees

Debu Purkayastha (Chair) is a renowned global investment leader and entrepreneur. Currently the Managing Partner of venture capital and private equity firm 3rd Eye, he holds several non-executive positions including at University of Cambridge/Cambridge Enterprise, University Hospitals Birmingham NHS Foundation Trust, and previously at global humanitarian NGO Mercy Corps. He became Chair of the Foundation in September 2021.

Helen Bailey is an experienced public sector leader. She has most recently worked in an advisory capacity with IMPOWER and as Chief Executive of the London Borough of Sutton, a senior treasury official and the Chief Officer of the Mayor's office for Policing and Crime. She was a member of the Board of Clarion Housing Group. Helen is the Chair of our Trust Engagement Committee.

Paul Brown is General Manager, Europe for HTC, a virtual reality and smartphone technology company. He is an experienced media and technology executive having previously held leadership positions at The Walt Disney Company, EMEA as Senior Vice President of its Interactive and Direct to Consumer division and prior to that in the digital music and media space with Spotify, Pandora and Sony Music.

Tom Joy is the Director of Investments at Church Commissioners for England. He began his career as a graduate trainee at Royal Sun Alliance Investment Management. He then joined Schroders and held a variety of different roles culminating in becoming Head of Investment – Multi-Manager. He then joined

RMB Asset Management as Chief Investment Officer. Tom chairs our Investment Committee.

Dr Nikki Kanani is a GP in south-east London and is currently Medical Director for Primary Care for NHS England and NHS Improvement. Prior to joining NHS England as Deputy Medical Director of Primary Care, she was Chief Clinical Officer of NHS Bexley Clinical Commissioning Group (CCG). She is a member of The King's Fund General Advisory Council and holds a MSc in health care commissioning. With her sister, she co-founded the social enterprise STEMMSisters.

Sir Ron Kerr was appointed as Council of King's College London in August 2019 and Chair of NHS Providers in July 2019. Prior to this, he joined Guy's and St Thomas' NHS Foundation Trust as Chief Executive in 2007. After 30 years in senior NHS leadership roles, he remains with the Trust as Executive Vice Chair. His other Chief Executive roles have included the National Care Standards Commission, United Bristol Healthcare NHS Trust, and the South East London Commissioning Agency. Ron is the Vice-Chair of our Trust Engagement Committee.

Yasemin Lamy is the Deputy Chief Investment Officer for higher risk strategies at CDC Group. She previously covered Digital Identity and Innovation at Omidyar Network, and served in several roles at J.P. Morgan in London across derivatives and impact investing. Yasemin earned a Master of Science with merit in financial mathematics from King's College London.

Dr Danny Sriskandarajah joined Oxfam GB as Chief Executive in January 2019. Prior to this he held leadership roles at CIVICUS, the global civil society alliance, the Royal Commonwealth Society,

the Commonwealth Foundation and the Institute for Public Policy Research. He is a Trustee of the Disasters Emergency Committee. Danny holds a Masters and Doctorate from Oxford University, and an undergraduate degree from the University of Sydney. Danny chairs our Multiple Long-Term Conditions Programme Committee.

Sally Tennant OBE brings many years' experience in the banking and investment sectors. She is currently an independent wealth management adviser, after serving as Chief Executive of Kleintworth Benson from 2011 to March 2014. Sally was previously Chief Executive

of Lombard Odier (UK) Ltd, after four years as Chief Executive of Schroders Private Banking. Sally chairs our Childhood Obesity Programme Committee.

Katherine Ward is Chief Commercial Officer and MD, UK and Europe for Healthy.io a digital healthcare startup. She has worked in healthcare for 26 years: 15 years in the NHS UK in both provider and payer roles and 11 years with UnitedHealth Group where she was the Chief Executive of UnitedHealth UK and latterly the Chief Growth Officer for Optum International.



Our executive team

Kieron Boyle has been our Chief Executive since 2016 and is a leading voice on urban health. Since beginning his career at the Boston Consulting Group, Kieron has worked across the public sector at No.10, the Department for Business and the Foreign and Commonwealth Office. He headed the UK government's work on impact investment from the Cabinet Office. He is currently on the board of Big Society Capital, the Design Council and Catch22.

Catherine Cullen is our Executive Director of Communications & Charities (job share). She joined us in 2016 having worked for some of the UK's best known charities on issues including international development, domestic violence and cancer. Most recently, she headed up communications at Shelter.

Ethan Hall joined the Foundation in May 2021 as our Chief Investment Officer. Ethan is responsible for leading our investment strategy, helping to grow and evolve our charitable endowment. Ethan previously held leadership positions as CIO for the Dyson family in London, and in investment research and strategic consultancy. Most recently, Ethan was CIO at Chicago based Kinship Trust Company.

Moray McConnachie joined us in January 2020 as Executive Director of Operations. He is the executive lead for the Foundation's operations. He began his career in IT before moving to operations management,

specialising in bringing people, processes and systems together. Prior to joining, he was part of the leadership team at global consultancy firm Oxford Analytica where he advised organisations in all sectors including UN agencies, the World Bank and major international corporations.

Andy Ratcliffe joined the Charity in 2020 as Executive Director of Programmes. Since starting his career as a social policy researcher, Andy has developed social mobility and education policy in the Prime Minister's Strategy Unit. He then was Deputy Chief Executive of the Africa Governance Initiative. Most recently, Andy was Chief Executive of Impetus.

Gayle Willis is our Executive Director of Communications & Charities (job share). She joined us in 2014 as Executive Director of Communications. She was previously Head of External Communications at Alzheimer's Society, where she led the charity's media relations and public awareness activity. Gayle's earlier experience involves PR and communication roles in the voluntary sector.

Our staff

The staff team of approximately 100 people comprises professional expertise in finance, property, healthcare, fundraising, venture philanthropy, social investment, private equity, art and heritage and communications. Find out details of the full team at: gstt.foundation.org.uk





Details & how to apply

Salary and Terms of Employment

Annual salary of £45,000-50,000 plus pension and other benefits

Applications

We're working hard to ensure we recruit great people and minimise unconscious bias in our selection process. To support this, we use the Applied platform, which anonymises applicants.

To apply for the role, please go to:
<https://app.beapplied.com/apply/mlckdxvzvq>

Interviews

First interviews:

5th & 6th October 2021

Second interviews:

15th & 18th October 2021

More information

To find out more about the role, please contact jobs@gsttfoundation.org.uk

Closing date for application is:

Monday 27 September at 9am

Guy's & St Thomas' Foundation
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9 King's Head Yard
London SE1 1NA

gsttfoundation.org.uk
@GSTTFoundation

Registered Charity No. 1160316. Company limited by guarantee registered in England and Wales No. 9341980.

Our family of brands includes **Impact on Urban Health**.



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