

Communications Manager

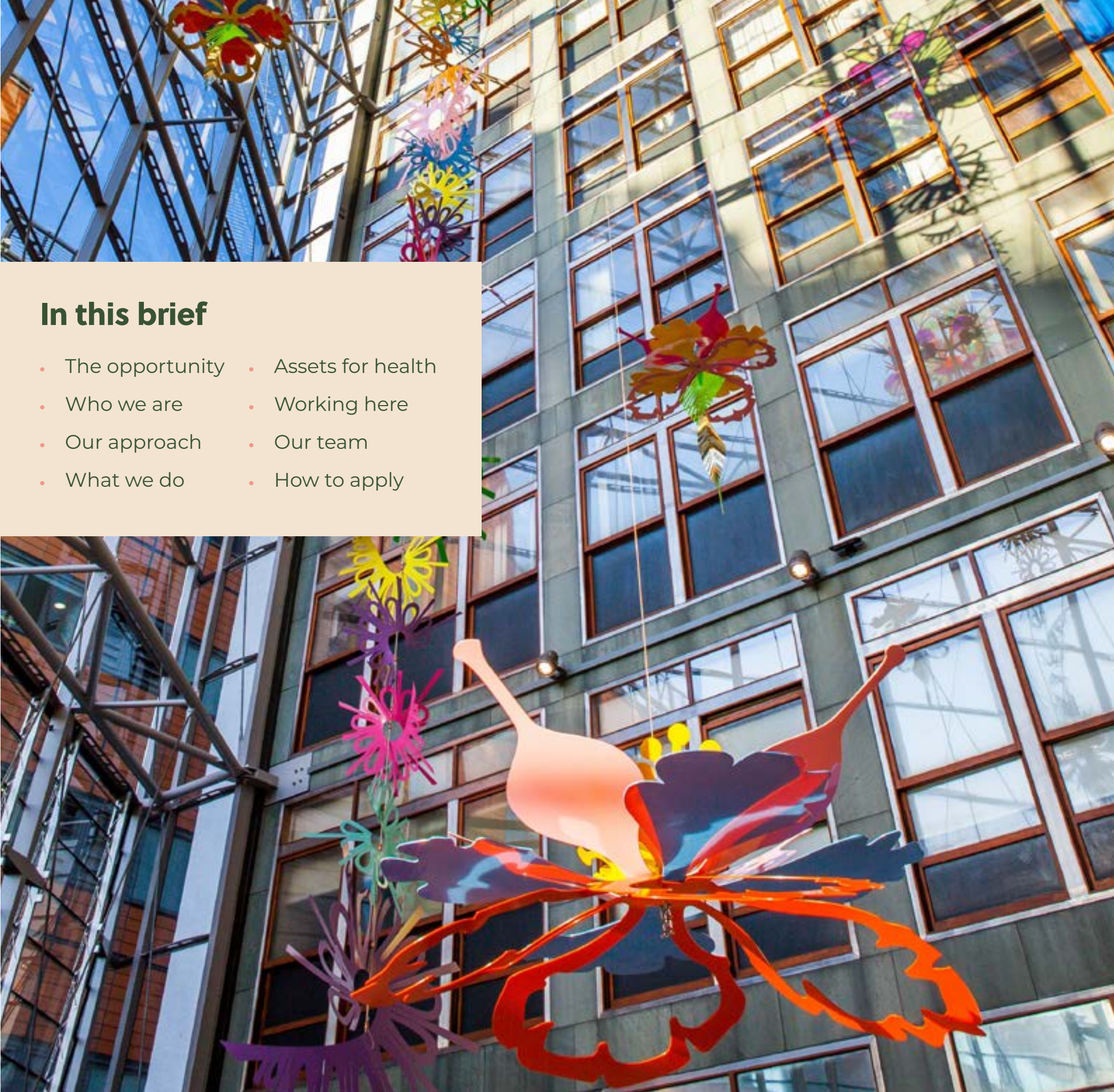
Join our team

October 2021



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

Investing in a healthier society



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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've just completed a strategic review of our brands, which has seen us develop new identities to better reflect distinct parts of our work and engage with different audience groups.

Job title:
Communications Manager

Overview

Guy's & St Thomas' Foundation is an independent foundation, investing partnering, engaging and influencing to come at big health challenges from all angles. Through our family of forward-looking organisations, At Impact on Urban Health, part of Guys & St. Thomas' Foundation, we take a place-based approach to improving urban health. This helps us understand how the local environment affects people's health and to find solutions that work in practice.

To drive better health in cities, we pay particular attention to the context in which people live and the wider determinants of their health, from finance and employment, to access to nutritious food and air quality.

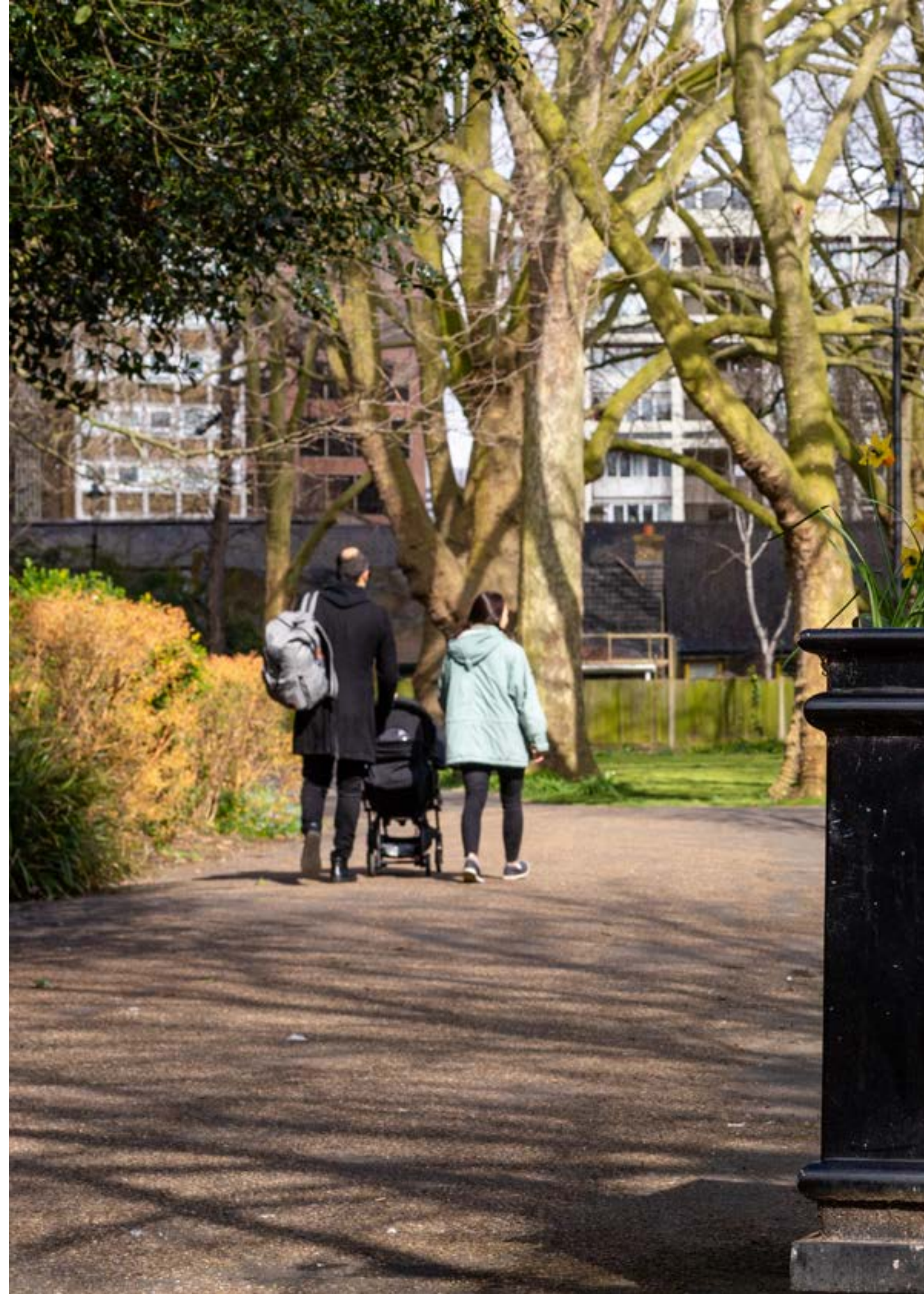
We have four programmes that each focus on one of the following health issues: childhood obesity, multiple long-term conditions, the health effects of air pollution and adolescent mental health, we also have a research and development team to support our innovation within our programmes.

Communications Manager

Reporting to the Head of Communications for Impact on Urban Health, the Communications Manager is responsible for delivering in-depth, insight driven communications around urban health programmes to engage and influence local, national and international audiences.

Responsibilities

- Plan and deliver engaging communications tactics that contribute to the impact of our work, focused on informing and influencing key audiences, initially focusing on our childhood obesity programme.
- Lead the development, delivery and evaluation of a targeted communications plan for our childhood obesity programme. Ensure the plan is audience-led and uses a range of communications approaches and channels to amplify our work
- Plan, write and edit content at pace for both own and external channels.
- Build and nurture key relationships within the organisation, and with external partners.
- Working with colleagues, identify communications opportunities to demonstrate the impact of funded projects.
- Project manage communications projects from start to end, ensuring high quality and timely outputs.
- Provide other colleagues with sound advice and support to ensure outstanding communications outputs.
- Proactively seek and secure opportunities, including (but not limited to) speaking platforms, events and targeted media coverage to raise the national and international profile of Impact on Urban Health.



Person specification

Skills, attributes and abilities

- Able to translate complex ideas into engaging and persuasive communications.
- Has an audience-first mindset, with a passion for creating innovative and engaging communications that engage, inform and influence.
- Brings a strong news sense and ability to identify the stories that are worth telling from a varied and rich pool of opportunities.
- Able to react quickly to external opportunities.
- Thrives working with multiple projects and deadlines
- Brings energy and pace to the work, and a strong can-do attitude
- Able to assess performance of communications, draw valuable insights and apply learning.

Experience: Essential

- Project management – managing multiple deadlines and projects.
- Strong copy writing and editing.
- Experience in a busy communications environment
- B2B communications and stakeholder communications
- Delivering audience-focused campaigns.

Experience: Desirable

- Experience in a managerial role in communications
- Experience of communicating to influence



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 2020/21

£29m

for charitable activity that improves health

300+

ideas supported

£9.8m

raised to support NHS patients and staff

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.

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.

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



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 Managing Partner of venture capital and private equity firm 3rd Eye and 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. Debu spent almost six years at Google spearheading business development efforts globally before holding the position of Entrepreneur-in-Residence at Octopus Investments, one of the largest venture capital firms in Europe.

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 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: gsttfoundation.org.uk





Details & how to apply

Salary and Terms of Employment

Annual salary of £40,000 - £45,000 (depending on experience) 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/tz3vjgqsgl>

Interviews

w/c 6 December 2021 and 13 December 2021

More information

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

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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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