

# Head of Corporate Communications

(Internal and External Comms)

Hybrid Working

Up to £65K depending on experience

Permanent

## Overview

We are looking for a full-time experienced, confident, inspirational leader with, who understands Corporate Communications, B2B marketing and DEI. This is an instrumental new role at the Foundation supporting the Communications Director in elevating our internal and external communications, corporate B2B brand and marketing.

Last year following a strategic review we developed new brand portfolio giving distinct new identities that enable us to better reflect the breadth of our work and engage with different audiences. The new Guy's & St Thomas' Foundation brand was created to represent our overarching aim to build the foundations of a healthier society and specifically three areas of our work: the endowment that financially enables our routes to impact, our role as a long-term institution in South London and as an employer of choice within and beyond the sector.

Reporting to the Communications Director this role will be responsible for leading our communications and engagement with each area's target audience including investors and the commercial sector, funding sector and regulators and our current and future team. You will be a trusted advisor, and be able to be engaging and influence senior stakeholders. Experience of financial investment, property, and philanthropy an advantage.

The Foundation brand was launched just over a year ago and a dedicated team established to focus on it. The Head of Corporate Communications will be galvanising and building the team as we drive our corporate comms forward.

# About us

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

As part of our team, you will work alongside talented people from a mix of personal and professional backgrounds. Though our ambitions are serious, this is a friendly place to work with lots of opportunities to meet and socialise with colleagues. We believe there is immense power in diversity and aim to recruit and nurture talent who think and act differently.

There is more information about working with us on our website, where you can read about:

- how we approach recruitment
- our team, culture, and values
- the benefits of working with us
- and our approach to diversity, equity & inclusion, health & wellbeing, and learning & development

# Job description

The opportunity	
<b>Job title:</b>	Head of Corporate Communications
<b>Salary:</b>	Up to 65 K p.a depending on experience
<b>Contract type:</b>	Permanent
<b>Closing Date</b>	Tuesday 30 August 9am
<b>Interview dates:</b>	1st Round Interviews: w/c 5th September 2nd Round Interviews: w/c 12th September
<b>Reporting to:</b>	Communications Director
<b>The team:</b>	<p>You'll be embedded within the Comms and Engagement Directorate which is currently made up of three teams. – Impact on Urban Health, Charities and Corporate</p> <p>Direct Reports:</p> <ul style="list-style-type: none"><li>• Internal Communications Manager</li><li>• Corporate Comms Manager</li></ul> <p>Key relationships:</p> <ul style="list-style-type: none"><li>• Head of Communications – Impact on Urban Health</li><li>• Director of Digital</li><li>• Director of DEI</li><li>• Head of Resources</li><li>• Head of Finance and Ops</li><li>• Property Director</li><li>• Executive Leadership Team including Chief Executive</li></ul>

<b>Key responsibilities:</b>	<p>Team leadership</p> <ul style="list-style-type: none"><li>• Lead the Corporate Comms team, driving momentum, inspiring creativity, and delivering high-quality communications</li><li>• Promoting a culture of learning, striving for continuous improvement of our approaches and outputs</li><li>• Work to ensure the team are co-ordinated, efficient, motivated, and supported</li></ul>
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- Support the learning and development of the team through ongoing coaching and facilitation of professional development
- Support matrix working across teams
- HR responsibilities associated with line management

#### Strategy

- Work as part of the Communications leadership team to deliver our organisational strategy
- Development and delivery of a communications strategy that aims to protect and build Guy's & St Thomas' Foundation's reputation as an impactful organisation
- Development and delivery of a communications strategy that positions the Foundation as an employer of choice, attracting talent from across sectors
- Working with colleagues to build an understanding of target audiences in order to shape strategies
- Develop and embed our DEI for comms and engagement DAP with our teams

#### Corporate brand and content

- Provide expert advice and support to colleagues on all aspects of brand, content, and corporate communications
- Drive high quality and engaging content for our communications channels ensuring consistency and integration across channels and platforms
- Lead the development and management of the corporate brand working with partners to ensure successful brand management
- Oversee our content management across our brand portfolio - leading project management, planning, budgeting, execution and evaluation of marketing events and activities
- Develop resource plans to ensure efficient and effective delivery of high-quality branded content and outputs across projects including a bank of trusted freelancers and contractors
- Responsible for key content deliverables such as Annual Report and accounts

#### Event management

- Lead on event design and delivery, as a key route to audience engagement and IC across Guy's & St Thomas' Foundation

#### Internal communications

- Development and delivery of an internal communications strategy that supports our growing organisation
- Working in partnership with the Head of Resources and Internal Comms Manager to ensure that our internal comms supports communication about policies, ways of working and other HR matters
- Work with colleagues to develop our internal comms channels including the intranet to increase value and usage

#### PR and Crisis Comms Strategy

- Crisis comms planning and implementation
- Managing corporate and brand reputational risk
- Overseeing media enquiries, press releases and media content

#### Budgeting, Evaluation, and reporting

- Manage the team budget and business plan
- Produce performance and progress reports to support internal monitoring and planning plus updates for our Board of Trustees
- Measure and evaluate the effectiveness of communications with other colleagues to identify and improve the best combinations of activities

### Person specification

What we're looking for	
<b>Skills and experience:</b>	<ul style="list-style-type: none"><li>• Significant experience at a senior level in a Corporate Communications is essential, ideally including broad expertise in PR, B2B Brands, internal comms, and marketing</li><li>• Proven track record of developing and implementing effective corporate brand strategies and embedding brands across an organisation</li><li>• Experience of leading, managing and developing a high-performing team</li><li>• Exceptional organisational skills</li><li>• Experience of managing budgets to ensure projects meet departmental, team and personal objectives and KPIs</li><li>• Experience of building high trust and collaborative relationships and managing multiple stakeholders including at senior level</li></ul>



**Knowledge  
and  
qualifications**

- Experience and understanding of working with diverse audiences and stakeholders
- Experience of briefing and successfully working with marketing and creative agencies
- Experience of proactive PR, reactive and crisis communications
- Experience on embedding DEI within the remit of comms and engagement
- Agency management
- Internal comms

**Abilities and  
attributes:**

- Knowledge of property, financial investments, and philanthropy an advantage
- Knowledge and experience of
  - Internal communications strategies
  - Thought Leadership
  - Corporate Brand Positioning
  - DEI in embedding across Comms and Engagement WoW
  - Reputation management, Crisis and Reactive Comms
  - Annual and Impact Report Management
- Excellent interpersonal and relationship development skills
- Inspiring and motivational leadership style
- Ability to be both a strategic and creative thinker
- Sophisticated level of problem-solving
- An excellent eye for detail and upholding high quality standards
- Confident and Excellent Presenter and influencer
- Confidence and building rapport with senior stakeholders and Leadership
- Ability to plan, deliver and project manage multiple campaigns and projects within budgets and on time
- Not afraid to get stuck in and be “hands on” when needed
- Ability to use audience insight and data to inform brand, campaign, and fundraising strategies
- Advanced computer literacy across all standard programmes i.e., Word, Outlook, PowerPoint, Excel.

- A demonstrable understanding of data protection, charity law,
- Highly proficient at handling multiple deadlines, shifting priorities and rapid change with ease, while maintaining focus on the most important priorities for achieving success

## How to apply

Thanks for your interest in working with us.

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/de7qabm9ay>

To find out more about the role, please contact [jobs@gsttcharity.org.uk](mailto:jobs@gsttcharity.org.uk)