

Events and Marketing Officer Fixed term

Ref: EMO08/17

Candidate Brief

April 2017

BACKGROUND

The Nuffield Trust is an independent health charity. We aim to improve the quality of health care in the UK by providing evidence-based research and policy analysis and informing and generating debate.

Vision

We want to help achieve a high quality health and social care system that improves the health and care of people in the UK.

We set out to do this by:

- improving the evidence base that leads to better care by undertaking rigorous applied research and policy analysis
- using our independence to provide expert commentary, analysis and scrutiny of policy and practice
- bringing together policy-makers, practitioners and others to develop solutions to the challenges facing the health and social care system.
- We will be grounded in the practical implications of policy-making, working closely with NHS staff and policy-makers to identify solutions. Above all, we aim to be a trusted and respected voice at a time of unprecedented challenge to the NHS and social care system.

Values

In everything we do we strive to be:

- independent and free from vested interests
- rigorous, robust and evidence-based in the work we undertake
- relevant, supportive but also challenging when we need to be
- open and engaging with all those we come into contact with
- an organisation that makes a difference to the quality of policy-making and practice in the UK.

Current work programme

Our work programme focuses on a number of key areas – all of which are crucial to the long-term sustainability of the system. These areas are outlined in more detail in the Our Work section of the website and include:

- NHS and social care reform
- Quality of care
- The NHS workforce
- New models of health care delivery
- Older people and complex care

We are funded primarily from income generated from the Nuffield Trust's own endowment – this guarantees the independence of our research and wider activities. The value of the Nuffield Trust's investment portfolio is approximately £80 million and its annual budget is approximately £4 million.

For more information about the Nuffield Trust, our people and programmes of work please go to our website at www.nuffieldtrust.org.uk

THE ROLE

We are looking to recruit a creative, hard-working and motivated person to join our high performing Communications team in the role of Events and Marketing Officer (fixed term). Your main responsibility will be to play a key role in helping us to inform and generate debate by delivering a high-profile events programme for health and social care leaders and policy-makers. The other core part of the role will be to support our marketing communications. This is a significant opportunity for someone looking to forge a career in communications in a public policy environment. This is a fixed term appointment for a period of 9 months with the possibility of a short extension.

The Events and Marketing Officer will report to the Events and Marketing Manager and you will work alongside them to deliver the Nuffield Trust's wide-ranging events programme, which includes our flagship Annual Summit, one-day conferences and a series of seminars and debates for policy and NHS stakeholders. You will be involved in all elements of the event planning process – from conception to promotion and dissemination via our digital and social media channels, through to completion. You will develop your marketing skills to create audience plans and deliver email campaigns to target audiences.

The Events and Marketing Officer will be part of a dynamic Communications team, made up of professionals in media relations and public affairs, marketing and events, digital communications and publishing. The successful candidate will benefit from on the job learning and support and external training opportunities.

JOB DESCRIPTION

Main responsibilities

1. To take the lead on managing and delivering conferences, policy debates and seminars with responsibility for:
 - Working with the Events and Marketing Manager and other teams to develop creative event programmes and plan new event content;
 - Liaising on the phone, in person and in writing with speakers, delegates, sponsors and suppliers;
 - Developing effective working relationships with event partners and external stakeholders such as politicians, civil servants, NHS managers and academics;
 - Identifying the most suitable venues for different event budgets and formats;
 - Running events on the day, ensuring speakers are well briefed and all logistics run smoothly;
 - Developing an understanding of how communications is conducted in a research organisation and begin to play a role in helping to co-ordinate comms activities for assigned projects.

2. To play a key role in delivering marketing plans which promote our research and analysis, with specific responsibility for:
 - Writing effective copy to promote our events and engage our target audiences;

- Working with the Events and Marketing Manager to develop our audience profile and increase engagement with new audiences;
 - Working closely with the Digital team to design and send e-communications to market our events.
3. To play a key role in developing our database, with specific responsibility for:
- Being proactive in the use of Salesforce, working with colleagues across the organisation to expand the database and ensure effective data management.
4. To take the lead on the Communication Team's administrative duties, with specific responsibility for:
- Working with the Director of Communications to ensure the Communication team's work is highly organised and efficient, taking responsibility for managing the information, finance and project management systems;
 - Providing administrative support for the Director of Communications as and when required and acting as the first point of contact for administrative issues.

General responsibilities

- Work towards achieving set objectives, both individual and organisational;
- Project a positive corporate and efficient image of the Trust at all times;
- Some out of hours work will be required from time to time;
- Other duties as may be requested by the Events and Marketing Manager and Director of Communications;
- Be aware of, and adhere to, the Trust's personnel policies including those related to equal opportunities, sickness and absence, disciplinary and grievance procedures and smoking.

This job description covers the major tasks to be carried out with the level of responsibility which the post holder will work and may be revised and changed from time to time.

PERSON SPECIFICATION

Qualifications

- Educated to degree level

Experience

- Experience of organising and delivering events from conception to completion;
- Experience in attending debates, lectures or seminars as a delegate;
- Experience of developing audience lists for events;
- Experience of using databases or other corporate information systems;
- Experience of providing administrative support.

Skills and knowledge

- Excellent organisational skills and able to prioritise a busy workload within tight deadlines;

- Exceptional interpersonal and communication skills, and able to develop and manage relationships with senior stakeholders;
- Able to think creatively to solve problems and demonstrate a high level of initiative;
- Able to write engaging copy with a sharp focus on attention to detail;
- IT literacy – good working knowledge of Word, Excel and PowerPoint;
- Knowledge of databases, in particular Salesforce is desirable but not essential;
- Knowledge of Eventbrite and Campaign Monitor is desirable but not essential.

Personal qualities

- A clear desire or motivation to work in communications for a health think tank;
- Able to work well independently and to contribute as part of a team;
- Calm when working under pressure;
- Willingness to work outside of normal office hours on occasion when required;
- A commitment to equal opportunities.

HEALTH AND SAFETY

To be aware of, and observe fully, the employee duties under the Health and Safety at Work Act and to observe all Nuffield Trust policies related to health and safety and risk management.

DATA PROTECTION

Your attention is drawn to the confidential nature of this post. Disclosures of confidential information or disclosures of any data of a personal nature can result in prosecution for an offence under the Data Protection Act 1998 or an action for civil damages under the same Act in addition to any disciplinary action taken by the Nuffield Trust which might include dismissal.

TERMS OF APPOINTMENT

This role will be available from June 2017 for a period of 9 months with the possibility of a short extension and is offered on a full-time, fixed term basis. The post will be based in London, although some periodic UK travel will be required.

For this position the Trust is offering a salary of circa £24,000-£26,000 per annum dependent on the background and experience of the chosen candidate.

The offer of employment will be subject to receipt of two satisfactory references and evidence of right to work in the UK.

BENEFITS

Employees of the Trust will be automatically enrolled in a defined contribution pension scheme on completion of a satisfactory period of probation with an option to opt-out. Employees are required to contribute a minimum of 4% of their salary and the Trust contributes 14%. Death in service and incapacity insurance is also provided by the Trust.

Annual leave is 28 days per year (pro rata for part-time positions), three days of which must be taken between Christmas and New Year when the office is closed.

A range of other benefits are available, once the satisfactory probationary period has been passed, including an interest free travel loan.

The Trust encourages personal development and training for all its employees and a personal development programme will be established for the successful candidate.

APPLICATION AND SELECTION PROCESS

Candidates wishing to apply should submit a detailed CV and complete the Nuffield Trust's Application Form and Recruitment Monitoring Form, returning them to:

Recruitment, Nuffield Trust, 59 New Cavendish Street, London, W1G 7LP
or email: recruitment@nuffieldtrust.org.uk

Telephone number (enquiries): Helen McCarthy 020 7631 8450.

The closing date for applications is **5pm, Tuesday 02 May 2017**

Interviews will be held in London on Wednesday, 10 May 2017