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Events and Marketing Officer

Ref: EMO07/2018

Candidate Brief

September 2018

**BACKGROUND**

The Nuffield Trust is an independent health think tank. 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.

**Our Vision and Strategy**

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; undertaking rigorous applied research and policy analysis to improve policy-making and practice; bringing together policy-makers, NHS staff and others to develop solutions to the challenges facing the health and social care system.

Our strategy, *Improving UK healthcare,* outlines how we are building on our reputation for being a leading centre of research and policy analysis by devoting more time and energy to helping NHS staff and policy-makers develop solutions to the challenges facing the NHS. We want to work with, and support, those leading change during this critical period facing the health and care system.

For more information on the Nuffield Trust please visit our web site: [www.nuffieldtrust.org.uk](http://www.nuffieldtrust.org.uk)

THE ROLE

We are looking to recruit a creative, ambitious and motivated person to join our high performing Communications team in the role of Events and Marketing Officer. You will play a key role in helping us to inform and generate debate by shaping and delivering a high-profile and impactful 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 and stakeholder engagement plans. This is a significant opportunity for someone looking to forge a communications career in a public policy environment.

Reporting to the Events and Marketing Manager, you will help 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 completion. You will be encouraged to work closely with colleagues across the organisation to develop high-quality event agendas as part of our culture of co-production towards events content.

The Events and Marketing Officer will be part of a dynamic and integrated 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 specific responsibility for:

* Managing all elements of the event planning process from conception to completion, including running events on the day;
* Working with the Events and MarketingManager and colleagues across the organisation to develop creative event programmes and plan new event content;
* Developing effective working relationships with event partners and external stakeholders such as policy makers, NHS managers and clinicians, and academics;
* Working with the wider communications team to ensure we use social media and digital approaches effectively to promote the content from our events.

2. To help deliver marketing plans which promote our research and analysis, with specific responsibility for:

* Collaborating with the wider communications team to develop dissemination plans and build audience lists to promote our work, with a particular focus on NHS and other professional stakeholders;
* Working with the Events and Marketing Manager to widen our audience profile and increase engagement with new audiences.

3. To play a role in coordinating communications activities for assigned projects, with specific responsibility for:

* Acting as communications lead for a number of projects, with support from the wider Communications team, developing an understanding of how communications is conducted in a research organisation.

4. To develop our Salesforce database, with specific responsibility for:

* Working with the database freelancer to ensure effective data management within Salesforce;
* Supporting the Events and Marketing Manager to work with colleagues across the organisation to expand the use of the database.

**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**

* Ideally we are looking for someone who has previously worked in a policy or communications department, or someone who can demonstrate the desire to transition into such a role;
* Experience of managing events from conception to completion;
* Understanding of how to devise stakeholder lists and conduct audience analysis to ensure effective communication;
* Experience of working within a complex work environment that requires extensive communication with senior internal and external stakeholders.

**Skills and knowledge**

* Excellent organisational skills, able to prioritise a busy workload within tight deadlines;
* Exceptional interpersonal and communication skills, including tact, diplomacy and assertiveness;
* A creative thinker and problem solver who can demonstrate initiative;
* Excellent attention to detail and a logical approach to work;
* Calmness under pressure;
* Willingness to work outside of normal office hours on occasion when required;
* A commitment to equal opportunities. The post holder should support the ethos of The Nuffield Trust and uphold its commitment to equality regardless of race, gender, religion, disability or sexual orientation.

**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 Data Protection Legislation or an action for civil damages under the same Legislation in addition to any disciplinary action taken by the Nuffield Trust which might include dismissal.

**TERMS OF APPOINTMENT**

This role will be offered on a full-time, permanent basis. The post will be based in central London, although some periodic UK travel will be required.

For this position the Trust is offering a salary of circa £28,000 per annum dependent on the 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 Nuffield Trust are automatically enrolled in a defined contribution pension scheme three- months from the commencement of employment. Employees are required to contribute a minimum of 4 per cent of their salary and the Nuffield Trust contributes 14 per cent. Death in Service is also provided by the Nuffield 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. Annual leave entitlement rises to 30 days per year (pro rata for part-time positions) on completion of five years’ service.

Upon successful completion of a probationary period, a range of other benefits are available, 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](mailto:recruitment@nuffieldtrust.org.uk)

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

**The closing date for applications is 12pm, Monday 1 October 2018**

**First round interviews will be held at our office in New Cavendish Street, London on Monday 8 October 2018.**

**Second round interviews will be held at our office in New Cavendish Street, London on Thursday 11 October 2018.**

**Please note that due to the expected high number of applicants, if you have not heard back from us within 2 weeks of the closing date, your application has been unsuccessful.**