Working with us
to improve health in urban, diverse
and deprived areas

Communications Officer
(maternity cover)

August 2018
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Who we are

We are an independent, place-based foundation. We work with Guy’s and St Thomas’ NHS Foundation Trust and others to improve the health of people in the London boroughs of Lambeth and Southwark.

We are one of the UK’s largest charitable foundations. For over 500 years we’ve been based in and focused on improving people’s health in Lambeth and Southwark, two of the UK’s most diverse and deprived areas.

We do this in a number of ways:

- We work with a range of partners – both within and outside of Lambeth and Southwark – to identify, test and scale new approaches to health and healthcare. We take a programmatic approach, identifying the biggest health issues for people in our communities, understanding what’s underneath these issues, and working with others to address them. We collaborate with anyone who has the very best approaches and shares our drive to make them happen. Whenever possible, we fund jointly with others.

- Through a combination of fundraising and our own philanthropic support, we help Guy’s and St Thomas’ NHS Foundation Trust provide exceptional care and a world-class environment for patients and staff at Guy’s, St Thomas’ and Evelina Children’s Hospital, as well as in community health services across the boroughs.

Over the next decade, we plan to put around £250 million into improving health and healthcare in Lambeth and Southwark.
Why we exist

Our boroughs are exciting places but they’re also two of the UK’s most deprived areas.

We focus our efforts here, working with anyone who can help us develop new approaches to health, and sharing what we learn with others facing similar challenges.

Like much of London, Lambeth and Southwark are vibrant places to live and work and they’re changing all the time. They are densely populated (twice the average in the capital), and have similarly diverse populations – a rich and complex social and ethnic mix, including large black and LGBT communities. Over 100 different languages are spoken here. And like in many London boroughs, there are areas of affluence and poverty living side by side.

Great health work is taking place locally. We have some of the best professionals in the country working in our hospitals and communities, and we’ve seen big improvements over the last 50 years. Life expectancy has increased, while child mortality and teenage pregnancy have declined.

However, despite positive changes, there are still important areas of deep deprivation and ill health. Some of our local people are not only not catching up – they are worse off: one in four people in Lambeth live in poverty and over a third in Southwark live in the most deprived pockets in England.

The opportunity

Lambeth and Southwark have a lot in common with other inner-city areas, not just in London but around the UK and internationally. As a foundation focused on urban health, we have a unique chance to collaborate with and learn from others who share our interests, and do something different together.
What we do

We tackle the major health challenges affecting people living in urban, diverse and deprived areas.

We believe there are five distinct aspects to our work:

**Place.** We work in the London boroughs of Lambeth and Southwark, supporting new approaches to health, and sharing insights and learning with anyone facing similar challenges.

**Focus.** Our programmatic approach focuses on a few complex health issues at a time. Currently we’re aiming to reduce childhood obesity and improve health and care for people with multiple long-term conditions.

**Connecting.** We bring great minds together, within and outside the NHS, to come at problems from different angles. And we collaborate, partnering with anyone – here and in other cities – to find, develop and deliver the best possible approaches to drive change.

**Vision.** Great ideas sometimes need the space and resource to fly and to reach their potential – so we take a long-term view and keep a very open mind.

**Impact.** We’re led by evidence and focussed on outcomes – always testing, evaluating, learning and adapting for greater results. By combining our resources with others, we create the kind of firepower that achieves meaningful change now and for future generations.

**Our current focus**

For our 2017 to 2022 strategic plan, we’re focusing on tackling the major health challenges facing people living in urban, diverse and deprived areas – developing new approaches to health and sharing what we learn. Our first two programmes are tackling childhood obesity and multiple long-term conditions. We plan to launch our next programme in 2019.
How we work

We tackle the major health challenges affecting people living in urban, diverse and deprived areas.

We take a programmatic approach, based on evidence and focussed on outcomes.

We do this by targeting a few issues at a time. To make the most of our place focus, we target a small number of health issues which are particularly significant in Lambeth and Southwark, and tackle them through long-term programmes of work.

To support the success of our programmes, we take time to learn about what’s going on around health issues in our local communities, and how urban living, deprivation and diversity play a role. This shapes what kinds of projects we incorporate into a programme – we focus on the health outcomes that we are trying to achieve, and remain open minded on what activity will help us to get there.

We provide high potential projects with what they need in order to create, sustain and grow their impact. Over the next decade, we are putting around £250 million to work across Lambeth and Southwark. Using a blend of grants, debt and equity, we plan to build a portfolio of projects that create an impact bigger than the sum of their parts.

Our programmes

We’re currently working on two issues: reducing childhood obesity and improving the health and care of people with multiple long-term conditions. We chose these because they are prevalent in our areas, complex in nature, and of interest beyond our boroughs. We will explore others in the coming years.
Funding our work

We use all our assets to have a real impact on health in Lambeth and Southwark.

**Using our resources wisely**
With our local focus, we are one of the largest health foundations in the UK relative to the size of the population we serve. Our assets put us in a privileged position where we can take the long-term perspective that others in health cannot. We manage them carefully to ensure they can bring real value to those they benefit.

**Our property**
We own over £300 million of residential, student, commercial and agricultural property. Our portfolio comprises properties that we use to help create better healthcare facilities and health outcomes, and investment properties that generate income for our funding programmes.

**Donations**
As the charity for Guy’s and St Thomas’ NHS Foundation Trust, we raise funds from the general public and other generous donors to make care at our hospitals even better. Our fundraising team supports staff, patients and others to raise vital money, which is distributed through appeals and other special funds in the way the donors intended.

**Our endowment**
We’re able to provide financial support to make real change happen. This is largely thanks to a significant endowment, the accumulation of donations over many centuries. We manage and use it carefully so that we can fund great ideas that transform people’s health. Today, the endowment amounts to around £700 million (figure from March 2017). We are also an active impact investor. We allocate up to 5% of our endowment – over £40 million – to investments that can help us drive even more health impact in the UK while providing financial returns which make possible our charitable work.

**Making a difference**
With our endowment, properties, arts collection and other assets, we help make a lasting difference to the health of people today and future generations.
Our team

Our staff, trustees and committee members bring together a unique combination of expertise, skills and drive to meet our ambition of tackling major health challenges in Lambeth and Southwark.

Our Trustees

Wol Kolade. Wol is the Managing Partner of private equity investor Livingbridge. Wol holds a number of non-executive positions and he is a former Chair of the British Private Equity and Venture Capital Association. He has been a Governor at the London School of Economics and Political Science since 2002. He became Chair of the Charity in October 2015.

Sally Tennant. Sally brings many years’ experience in the banking and investment sectors. She is currently an independent wealth management adviser, after serving as Chief Executive of Kleinwort 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. Her early career was spent at Morgan Grenfell Asset Management and at S.G. Warburg & Co. Sally is a trustee of the STARS Foundation. Sally chairs our Childhood Obesity Programme Committee.

Duncan Selbie. Duncan is the founding Chief Executive of Public Health England. Prior to 2013, he was Chief Executive of Brighton and Sussex University Hospitals, the regional teaching hospital for the south east of England. From 2003 to 2007 he was the Director General of Programmes and Performance for the NHS and subsequently its first Director General of Commissioning. Prior to this, he was Chief Executive of South East London Strategic Health Authority and before that Chief Executive of the South West London and St George’s Mental Health NHS Trust. He joined the NHS in January 1980. Duncan chairs our Multiple Long-Term Conditions Programme Committee.

Sir Ron Kerr. Ron joined Guy’s and St Thomas’ NHS Foundation Trust as Chief Executive in 2007. He stepped down on 1 October 2015 after 30 years in senior NHS leadership roles remaining 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 vice-chair of our Trust Engagement Committee.

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

David Colin Thomé. David brings with him extensive experience of primary care as a GP for more than 30 years, as well as significant knowledge of national policy as the Department of Health’s National Clinical Director for Primary Care from 2001-10. He also chaired the Long Term Conditions Board and co-chaired and led the Primary and Community Care Strategy (PCSS) for the NHS Next Stage (Lord Darzi’s) Review, published in 2008. He subsequently chaired the PCSS Clinical Advisory Group and co-chaired the Transforming Community Health Services board. David chairs our Strategy Advisory Group.

Barbara Moorhouse. Barbara joined the Charity in September 2015. She brings a depth of strategic, operational and financial leadership experience built up over a long career in the private and public sectors. After spending most of her career as Chief Operating Officer/Chief Finance Officer in international quoted companies, she then held senior posts at the Ministry of Justice and the Department for Transport before being Chief Operating Officer of Westminster City Council from 2010 until 2013. Her non-executive roles include the Lending Standards Board and the West Hampshire CCG. Barbara chairs our Finance and Audit Committee.

Tom Joy. Tom 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. In 2009, he became Director of Investments at the Church Commissioners for England, where he has refocussed the investment strategy and diversified the portfolio, and is also a Board member of the Pension Protection Fund. Tom chairs our Investment Committee.
Our Executive Team

**Kieron Boyle.** Kieron joined the Charity as Chief Executive in April 2016. Prior to this he worked across the public sector, focusing on health and social issues, and most recently heading the UK government’s work on social innovation and investment. Kieron is on the boards of Big Society Capital, Catch-22 and the Design Council.

**David Renton.** David joined us in 2011 as Director of Finance and Investment. He previously spent many years as a Managing Director and member of the leadership team at Hawkpoint Partners, a leading independent corporate finance firm.

**Jon Siddall.** Jon joined us as Director of Funding in February 2017. He has worked across the healthcare and foundation sectors, most recently helping to establish the South West Academic Health Science Network as Director of Innovation.

**Gayle Willis.** Gayle joined us in 2014 as 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.

**Catherine Cullen.** Catherine joined us as Director of Communications in October 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.

There is an **Executive Investment Committee** made up of the Charity’s four-person Executive Team that meets monthly with delegated powers to make grants and investments of up to £2 million. The Executive Investment Committee also includes other senior members of our team – including Programme Directors.

Our staff

The staff team of approximately 35 FTE comprises professional expertise in finance, property, healthcare, venture philanthropy, social investment, private equity, art and heritage and communications. Find out details of the full team at [www.gsttcharity.org.uk](http://www.gsttcharity.org.uk).
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 fueled 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.

Work environment
We work in an open and vibrant environment with agile working, collaborative spaces and a library. We’re a Living Wage employer and support flexible working, part-time roles and job-shares. The team come from diverse professional backgrounds so exposure to different specialisms and experience is high.

Training & 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.

Benefits
We provide a generous benefits package including pension contributions up to 12% and a BUPA employee assistance programme.

Wellbeing
As a health charity, we care about people’s wellbeing. We provide fresh fruit in the office, showers and lockers, weekly mindfulness sessions, health checks and subsidised membership to a sports and social club. Our active social committee organises everything from bright ideas breakfasts to bowling nights.

Values
We’re a values-led organisation, driven by being enterprising, collaborative and delivery-minded.
The opportunity

Job title
Communications Officer (maternity cover)

Overview

Guy’s and St Thomas’ Charity is the UK’s largest placed-based foundation. We are looking for an outstanding Communications Officer (maternity cover) to help us tackle some of the most complex health issues of our time.

At Guy’s and St Thomas’ Charity, we have an ambitious mission to shift the dial on some of the biggest health issues we see in our local boroughs; and to help our hospitals provide exceptional care and a world-class environment. To do this, we make use of every tool in our kit to drive impact. Strategic communications and stakeholder engagement play a big role in helping us do just that.

Our recent communications campaigns have seen us using our local insight to put a spotlight on complex health issues like childhood obesity, garnering national and international attention.

The work of the Communications team is vital in attracting the right ideas and people to work with us in Lambeth and Southwark on addressing these health challenges. We also help share what we’re finding so that we can support others facing similar issues elsewhere, and influence change on a local and national scale.

This is a fantastic opportunity for someone with a great eye for all things digital and who pride themselves in having standards well above average.

Working closely with other teams in the Charity and external contractors, you will be an integral part of a group of driven people all working together to make an impact.

You will play a central role in making our ambitious strategy a reality, driving excellence in our digital work and helping to embed a dynamic culture of digital communications within the organisation.

Job description

The Communications Officer is an absolutely key member of our small and ambitious Communications team. The role provides vital digital, editorial, creative and operational support to ensure high-quality, timely and audience driven communications.

Passionate about digital excellence and new techniques, he or she will work to ensure our communications are influential, informative and engaging for the full range of our stakeholders. This includes supporting our planned communications campaigns and ensuring our day-to-day digital communications meet our audiences’ needs and are informed by best practice.

Reporting to

Head of Communications
### Personal Specification

#### Knowledge and qualifications
- Degree qualification (preferably in communications or journalism) or equivalent
- Understanding of the latest in digital communications

#### Experience (essential)
- Unlikely to be less than two years’ experience in a communications role, including communications for professionals
- Writing for the web and day-to-day running of social media accounts
- Drafting and editing content for digital publication and distribution
- Using content management systems, preferably Drupal
- Producing digital communications campaigns
- Measuring performance of digital messages, including use of Google Analytics

#### Experience (desirable)
- Interest in / experience of the health / charity sector
- Paid for tools (e.g. Google Ads)
- Using Adobe design software - Photoshop and / or InDesign
- Photo / video skills
- Basic HTML skills
- Helping to organise events

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### Responsibilities

- Using insight to continuously improve our digital channels and ensure we meet our audiences’ needs
- Ensuring the Charity’s website is regularly updated and responds to best practice, including around SEO
- Day-to-day management of the Charity’s social media presence, including publishing content, and driving and responding to engagement
- Drafting, editing and publishing content through the Charity’s digital communication channels, including its website, Twitter and LinkedIn feeds
- Working with the Content Producer to issue high quality ‘push’ communications including regular e-bulletins
- Supporting the delivery of communications campaigns and taking a lead on ‘translating’ them for our digital audiences
- Proactively identifying opportunities for great content and working across teams to plan and develop it
- Actively managing the content planner
- Sharing content with partners and stakeholders for their own channels
- Planning and creating multimedia communications materials, including film
- Leading on measuring and reporting on the effectiveness of digital communications and applying the learning
- Producing information packs for new vacancies at the Charity using an existing template
- Supporting the development, promotion and organisation of Charity events
- Providing creative, editorial and operational support for core communications projects, including annual reports
- General admin duties as required
Skills, abilities and attributes

- Ambitious and determined - setting high standards and achieving these
- Able to assimilate and translate complex ideas into engaging and persuasive content
- Able to manage small projects from start to finish
- Can manage their work and time effectively
- Able to use their creativity to deliver excellent digital communications that engage with our target audience
- Thrives working with a varied range of projects and meeting deadlines
- Has considered judgement and a mature approach
- Gets excited about new developments in digital communications

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 take ownership for results.
Details and how to apply

Salary and Terms of Employment

Annual salary of £28-30K p.a. + pension contribution and other benefits.

11-month contract.

Interviews

Selected candidates will be invited for a test and an interview on Thursday 6 or Friday 7 September 2018.

Please note that we will ask the selected candidate for details of two referees.

Applications

To apply for this post, please go to the Applied platform to:

• Reply to a quick questionnaire to tell us how your experience and skills match the role

• Upload your CV (no more than three pages)

For more details, please visit
www.gsttcharity.org.uk

Closing date for applications is Tuesday 28 August at 8.30am