



**Health Innovation**  
Yorkshire & Humber

**Transforming Lives  
Through Innovation**



**Stakeholder Communications &  
Events Officer –12 month Fixed-  
Term**

**June 2024**



**Stakeholder Communications & Events Officer Recruitment Pack**  
including Job description and Person Specification

If you want to make a difference in Yorkshire and the Humber – and beyond – you have come to the right place. We need determined and passionate people to work with us to deliver our wide range of programmes. We want people who look at our values and think.....yes, that's just where I want to be!

We use our skills, knowledge, networks and relationships to understand the healthcare system and patient needs locally and regionally. We develop projects, programmes and initiatives that reflect the diversity of our local population and its healthcare challenges.

You'll be joining a committed and high performing team that focuses on patient outcomes and supporting the people of Yorkshire and the Humber. We are committed to creating and sustaining a positive and inclusive working environment for all our employees to ensure our work and our workforce represents the communities we serve.

We are looking for an ambitious Stakeholder Communications & Events Officer to join our team on a 12-month fixed-term contract. The successful applicant will support the South Yorkshire Innovation Hub to build awareness of the Hub and its activities amongst our key stakeholders and bring together people from across South Yorkshire to support innovation and research to improve health in the region.





### **How to apply**

#### **Salary and terms of employment**

This is a fixed-term, full-time role with a salary of £35,086 per annum, plus a contributory pension scheme and other benefits including flexible and agile working are available.

#### **More information**

To find out more about Health Innovation Y&H please visit [Home - Health Innovation Yorkshire & Humber \(healthinnovationyh.org.uk\)](https://healthinnovationyh.org.uk), find us on Twitter [@HealthInnovYH](https://twitter.com/HealthInnovYH) and at [LinkedIn](https://www.linkedin.com/company/healthinnovationyh)

### **How to apply**

Applications via CV and 1 page covering letter. The covering letter should explain how your experience, skills and knowledge make you perfect for this role and why you want to work with Health Innovation Yorkshire & Humber.

Closing date is **03.07.2024** and applications should be sent by email to [hr@yhahsn.com](mailto:hr@yhahsn.com)

#### **Interviews**

**Interviews will take place on 16.07.2024 via MS Teams**



# Our values

Our values are the things that we hold dear and are important to us, reflecting how we work and who we are collectively. Through our behaviours, we apply these values internally to create a supportive and innovative culture and enable high impact collaborations with external partners and stakeholders.



## Stronger Together

We're confident in the results we can achieve when we're united with our colleagues, stakeholders and partners.

We are: **Connected, Trusting and Honest partners**



## Always Learning

Every day's a school day. We constantly develop ways to excel and work tirelessly to build our expertise.

We are: **Switched-on, Improvers and Grafters**



## People People

We love catching up for a cuppa and a natter but, more than that, we're curious to learn more about other people's perspectives.

We are: **Caring, Inclusive and Open-minded**



## Energetic Pioneers

We find new things and ideas that can make a difference to the health and prosperity of our region. This is what gets us out of bed in the morning.

We are: **Adventurous, Passionate and Resourceful**

## Purpose



**Transform lives  
through innovation**

## Vision



**Improve the health and prosperity  
of our region by unlocking the  
potential of new ideas**

## 5-year mission



Our knowledge, skills, and expertise will demonstrate that we are world leaders in unlocking innovation to address current and future health, economic, and societal challenges.



# Our 5-year strategic aims

Our strategic aims provide direction and focus for us as an organisation, supporting progress towards our mission. They provide greater detail on the 5-year ambition of the organisation, whilst providing a framework for decision-making and resource allocation.



## Strengthening our foundations

Investment in our future starts at our heart. By continuing to invest in, and develop our people's skills and leadership, we will be equipped for further growth.



## Enhance our role and reputation

We hold a unique role as trusted thought leaders with global reach. We'll use this position to drive lasting change and improve life outcomes by empowering our communities.



## Be fit for the future

We will ensure our ways of working are innovative, agile, and continually challenge the status quo. We will equip ourselves to better identify and respond to societal challenges of the future.



## Foster connections

Our continued commitment to collaboration will strengthen strategic partnerships for the benefit of our population. We will ensure visibility of our work and its impact to foster advocacy and grow new business.



## Grow our region

We will lead the way in promoting Yorkshire and the Humber and its assets to create a thriving, globally-connected innovation ecosystem. We commit to growing and diversifying our role to accelerate economic growth and prosperity, recognising our own success contributes to the region's success.



**What we will give you:**

- Salary of £35,086 pa
- 25 days holiday + 8 statutory days
- Holiday buy-back scheme via salary sacrifice
- 3 extra days to take at Christmas/New Year (set by company)
- Flexible and agile working
- Contributory matched pension (up to 10%)
- Learning and Development opportunities
- Open-plan head office in Wakefield at the side of Junction 39 of the M1
- Free parking at the head office
- Wellbeing programme
- Employee Assistance Programme/Mental Health First Aiders
- Financial wellbeing programme
- Electric Car Scheme





## **Stakeholder Communications & Events Officer Job Description**

### **Background to the South Yorkshire Innovation Hub**

The South Yorkshire Innovation Hub is a joint team that sits across Health Innovation Yorkshire and Humber and South Yorkshire Integrated Care Board.

Our vision is for the people of South Yorkshire to have longer, healthier lives by fostering a local health and care system that turns great ideas into reality.

We build strong partnerships across the South Yorkshire health and care system and create the right infrastructure to enable innovative solutions to flourish.

We identify, test and evaluate health and care innovations to ensure they benefit both patients and the system.

We facilitate collaboration between innovators, researchers, health and care organisations, local authorities, voluntary and community groups to accelerate the widespread adoption of cutting-edge health and care innovations.

We find and secure funding and investment opportunities that support health and care research, spread innovation and stimulate economic growth across the region.

We can do this because we are embedded within the South Yorkshire health and care system and are part of Health Innovation Yorkshire & Humber, enabling us to tap into their expertise and extensive network.

### **Overview of the role**

A key part of the South Yorkshire Innovation Hub's role is to foster partnerships between health and care partners, researchers, voluntary and community organisations, local authorities and industry partners to implement new ideas that address health and care challenges the region is facing. The postholder will play an integral role in enabling us to do this. They will help to organise and deliver a programme of events, both online and offline, that bring these partners together to discuss how we can use innovation to address key health and care priorities. The postholder will build an understanding of these different stakeholders, their priorities and their needs and keep a track of our engagement with them, in order that as a team we can build stronger relationships and







best support them. They will develop and deliver strategies to better meet the needs of our stakeholders as a Hub, working with colleagues in the Hub team.

The postholder will also be responsible for building the Hubs communications activity, in order to build awareness of our work with key stakeholders and support our stakeholder engagement activity to build closer relationships with our partners across the system. They will work with our central Health Innovation Yorkshire and Humber comms team to develop and maintain our core communications strategy and key messages, and use these to develop a clear and consistent voice for Hub communications across all of our communication channels from social media to events. The communications activity that the postholder will deliver will also help to build increased awareness of innovation and research opportunities in the region, in order to contribute to our overall goal of increasing the uptake of innovation and research to improve health outcomes for people in South Yorkshire.

The postholder will have the ability to translate complex information clearly and succinctly, with excellent written and verbal communications skills, and a keen eye for a news story.

You will have experience of planning, creating and delivering successful communications activities that align to strategic objectives and the ability to seek out proactive opportunities to promote the organisation to a range of audiences. You will have experience of organising and delivering online and in person events of a variety of sizes and for a range of audiences. Proficiency in the use of marketing and communication channels and content creation tools, including social media, digital media, web and print, is essential. You will have a good understanding of (and interest in) current affairs relating to the health and life sciences sector as well as the wider news agenda and an ability to work in a fast-paced environment.

We welcome applications for secondments, job-share, part-time and flexible working/working from home arrangements.

### **Key Duties and Responsibilities**

- Support the development and implementation of an overarching communications plan for the South Yorkshire Innovation Hub, and coordinate communications activities to help achieve our objectives.





- Develop and manage content for the Innovation Hub's communications and engagement channels including:
  - Websites
  - Social media channels
  - E-Newsletters
  - Events
  - Case studies (both written and video)
  - Corporate publications including the annual Business Plan, Impact Report, and other information materials
  - Brochureware and presentation materials
- Build relationships throughout Health Innovation Yorkshire and Humber, South Yorkshire Integrated Care Board and our key partners to enable the proactive development and delivery of communications and engagement activity.
- Manage the day-to-day running of the South Yorkshire Innovation Hub social media channels; responding to posts, sharing partner news, and creating engaging content that supports our communications outputs.
- Produce the Innovation Hub newsletter to increase the reach and profile of research and innovation activities in the region
- Develop and maintain content for our website; writing and uploading web articles and blogs, creating case studies, updating events pages.
- Plan, host and deliver events across the ICB including a quarterly Research and Innovation Forum, and associated webinars and information events with partners
- Build a network of relationships with stakeholders across the CB to understand their needs and priorities, identify ways to help meet these needs (including making connections to other SY stakeholders, to relevant HIYH stakeholders, and identifying relevant publications and funding opportunities)
- Liaise with marketing and communication teams in partner organisations to ensure the South Yorkshire Innovation Hub messages reach an NHS based audience and other stakeholders.

### **Education and Professional development**

- Take every reasonable opportunity to maintain and improve professional knowledge.
- Develop own skills and knowledge and provide information to others to help individual and team development.





- Participate in personal objective setting and review, including a personal development plan.

### **Special Requirements**

- You may on occasion be required to work irregular hours in accordance with the needs of the role.
- You may be expected to travel across the region, to London and other locations to meet with members of the South Yorkshire Innovation Hub team, the Health Innovation Yorkshire and Humber team, project stakeholders and others. There will be a particular expectation to attend events and team gatherings in South Yorkshire, with Sheffield as our base location.

### **Health and Safety**

- Ensure that you remain compliant with health and safety regulations and accepted safe practice at all times. Report any health and safety issues or contraventions witnessed anywhere within the business to your Manager or in their absence a Director.
- Work efficiently and responsibly within all areas of the Company in a safe manner sharing good practice with colleagues.

### **General**

- You will contribute to continuous improvement of working practices.
- You will comply with all policies and procedures within the Company.
- Carry out all duties with regards to and ensuring equal opportunities and work with all employees within the Company in the fulfilment of our aims and objectives.

### **Person Specification (if not stated otherwise, the specification is essential)**

#### **Qualifications**

- Educated to degree level or equivalent in relevant subject or equivalent relevant experience





### **Knowledge & Experience**

- At least 12 months experience of delivering an events, marketing and communications service
- Knowledge of social media channels and their use in marketing/press campaigns
- Experience of developing, implementing, and evaluating successful marketing and communications plans
- Experience of building and managing complex stakeholder relationships and processes to manage them
- Experience of scoping and delivering events in partnership with stakeholders
- Working knowledge of the NHS system, especially ICSs
- Experience of managing and delivering a number of concurrent complex project on time and within budget
- Knowledge of using techniques for planning, monitoring and controlling projects, including risk management
- Highly IT proficient

### **Qualities and abilities**

- Have a passion for the work we deliver and resonate with our values
- Comfortable operating at pace and speed and able to react positively to rapidly changing circumstances
- Excellent communicator with the ability to ensure engagement with stakeholders of differing seniority
- Excellent written communication and reporting skills
- Ability to work collaboratively
- Ability to put across complex ideas simply and succinctly in order to engage stakeholder support
- The ability to research, digest, analyse and present material clearly and concisely
- Ability to quickly grasp new ideas and concepts
- Problem solving skills
- Ability to work on own initiative
- Committed team worker

### **Personal characteristics**

- Resilient
- Dynamic, energetic and resourceful
- Committed to diversity, equality and inclusion
- Professional and organised approach
- Proactive and results orientated





- An attitude of continuous improvement and innovation

**Other**

- Ability and willingness to undertake occasional travel within the UK

