



Health Innovation
Yorkshire & Humber

**Transforming Lives
Through Innovation**



Communications Manager
- HealthTech Accelerator

August 2025



Health Innovation Yorkshire & Humber

Communications Manager (for Health Tech Accelerator) Recruitment Pack

including Job description and Person Specification

If you want to make a difference in West Yorkshire 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 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 West Yorkshire. We are committed to creating and sustaining a positive and inclusive working environment for all our employees to ensure our work and our workforce represent the communities we serve.

How To Apply

A full-time, fixed term contract for 2 years in the first instance, with a possibility for extension.

If you are interested in the role and meet the requirements in the person specification, please apply by sending **a CV and a 1 page covering letter** explaining why the role interests you and why you want to work with us.

The CV and covering letter should be emailed to hr@healthinnovationyh.com no later than 12 noon on **Friday 5th September 2025**. **Interviews will take place mid-September.**

Late applications will not be accepted.



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.



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What we give:

- Salary £48,321- £54,359 per annum depending on experience
- Flexible and agile working – hybrid working between home and office plus other locations as required
- 25 days holiday + statutory days
- 3-day office closure between Christmas/New Year bank holidays
- Holiday buy-back scheme via salary sacrifice
- Contributory matched pension (up to 10%)
- Learning and Development opportunities
- All-staff away days
- Wellbeing programme
- Employee Assistance Programme/Mental Health First Aiders
- Electric Car Scheme
- Social events
- Financial Wellbeing Programme





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Communications Manager

About the role:

The post holder will act as Communications Manager for our Healthtech accelerator.

Health Innovation Yorkshire & Humber (HIN) are working in partnership with West Yorkshire Combined Authority (WYCA), to host the West Yorkshire Healthtech Accelerator as part of the West Yorkshire Mayor's Investment Zone. [£4.5m of funding has been allocated to deliver this initiative](#) that will support up to 240 innovator companies between 2025-2029.

The funding will enable our highly successful, existing Healthtech accelerator, [Propel@YH](#), to expand and support the next generation of Healthtech start-ups and scaleups. It will provide even more targeted business support and masterclasses for innovators and will help them to scale into the NHS, attract investment, and contribute to regional economic growth.

The accelerator will run two parallel programmes-



Start-Up Programme

Designed for early-stage innovators, this programme offers a powerful blend of:

- 10 immersive days of masterclasses led by industry experts
- Tailored 1-to-1 mentoring to address each Innovator's unique challenges
- Collaborative opportunities through in-person meetups and a vibrant online community

Our goal is to guide Start-Ups along the innovation pathway and set them up for long-term success.



Scale-Up Programme

This programme is tailored for innovators who already have traction within the NHS and are ready to scale further. Participants will benefit from:

- High-impact workshops and events
- Dedicated 1-to-1 support





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- Strategic guidance to expand their reach within the NHS and internationally

Communications Manager Job Summary and purpose:

- As a Healthtech Accelerator Communications Manager you will be responsible for developing and implementing communications and engagement strategy for Propel in West Yorkshire, as well as leading, coordinating and managing the production of high-quality communications content and resources that can be used both internally and externally to:
 - Tell our stories, stimulate interest and engagement in the work the HIN does and put the impact of that work in the spotlight, regionally and nationally
 - Build and manage effective relationships with stakeholders and partners to raise awareness of our work and our impacts
 - Ensure colleagues and partners are fully informed of our activities as well as those of the national Health Innovation Network and key partner organisations in our region
- The post reports to the Head of Marketing & Communications and we're looking for an energetic and enthusiastic individual with exceptional presentation, written and verbal communication skills. As you'll be at the heart of planning and delivering all our communications activities, you'll need to understand the 'voice' of Health Innovation Yorkshire & Humber, be extremely well organised, have excellent attention to detail and be someone who can manage competing work priorities to tight deadlines.
- You'll be comfortable liaising with various strategic partners, including the combined authority, universities and NHS trusts, as well as working with innovators to help tell their success stories.





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- You will act as an ambassador for both the Propel programme and the West Yorkshire region.
- You will be well versed in existing and emerging communications platforms and will understand the importance of an innovation-focused company projecting itself in a modern, impressive, and cutting-edge way. You will have incredibly high production values, as well as some awareness, and preferably experience, of public affairs activities.

Above all you will have a skillset identifying and crafting stories that represent our values and will ensure that the work that we deliver with our partners and public gets the attention and measurable impact that it deserves.

Key Duties and Responsibilities:

- Define the communications and engagement strategy for both the Start Up and Scale Up programmes
- Implement the communications and engagement strategy on a day-to-day basis
- Deliver compelling social media campaigns
- Own, create and deliver a series of case studies
- Manage and support the delivery of the Propel Connect, online community platform, including creating engaging articles, case studies, etc
- Work with the Propel team members in a collaborative and innovative manner
- Own the development and implementation of an overarching communications plan, and coordinate campaigns, tools and channels to support the programme in achieving its objectives
- Collaborate with colleagues across the HIN, and with external partners, including WYCA to develop communications and engagement plans that





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raise awareness of, and build engagement with the programme and deliver measurable outcomes

- Lead the development of a media relations strategy and implement media relations activity including identifying good news stories, researching and writing press releases and building relationships with journalists from local, regional, national and specialist publications
- Develop and manage content for a range of communications and engagement tools including:
 - Websites
 - Social media channels
 - E-newsletters
 - Research and produce impact case studies (both written and video)
 - Develop a programme of regular blogs, vlogs and podcasts
- Develop impactful brochureware and presentation materials
- Horizon scanning for new opportunities to promote the work of Propel
- Research and evaluate new and innovative social, digital and offline communication tools and, where these are used, champion their use with colleagues and stakeholders
- Be responsible for developing and managing an awards strategy, and subsequent award entries, to raise the profile of Propel
- Manage internal communications tools and take a lead in ensuring colleagues and new starters are kept informed about, and involved in, the work of Propel
- Support joint communications activities with regional and national partners
- Manage and evaluate communications and engagement activity and budgets to ensure agreed standards and targets are evaluated and achieved and activities provide value for money





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- Work with and manage external agency contracts and develop tender documents / specifications / briefings for external suppliers of any relevant products and services
- Ensure all activity complies with current legislation related to data protection, accessibility and usability, and be alert to new / emerging regulations and guidelines such as the GDPR regulations

Communication and Relationship Skills:

- Establish and foster relationships which facilitate effective liaison and communication with internal and external stakeholders.
- Be an ambassador for, and promote, the programme through presentations, articles and other methods
- Provide regular updates and progress reports to key stakeholders, both verbal and written, in accordance with required formats and timescales, monitoring projects against the required outcomes within the constraints of time and budget
- Prepare and deliver presentations for internal and external audiences
- Attend and contribute to relevant internal and external meetings, conveying complex information, adopting a style to overcome barriers to understanding/agreement
- Maintain effective communication with line manager and Directors, ensuring they are fully briefed in relation to Propel
- This post holder must have premium communication skills, with the ability to analyse and quickly translate information into key messages for senior managers, executives and board members and decision makers
- Increase positive relationships with senior managers, executive staff, industry and stakeholders, consulting with them on strategies to drive adoption of innovation





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- Manage communications to ensure productive and positive relations with industry and NHS partners

Corporate and personal responsibilities

- Promoting equal opportunities and affirm that staff, colleagues, patients, and others who encounter Health Innovation Yorkshire & Humber are afforded equality of access, experience and outcomes
- Observing Health Innovation Yorkshire & Humber's equity, diversity and inclusion pledges in every aspect of your work, avoiding any behaviour which discriminates against colleagues, potential employees, patients, or partners on any grounds
- Upholding and promoting the organisation's values
- Working flexibly and collaboratively with others to help achieve the organisation's goals, in support of its values
- Supporting the organisation in creating an environment that promotes the highest standards of health and safety for Health Innovation Yorkshire & Humber employees, in line with the appropriate policies and procedures
- Compliance with current data protection laws and company data protection/ GDPR policies and procedures
- Helping to ensure that we only operate within our remit and not offering clinical advice
- Adherence to all company policies and procedures and any applicable legislation

Personal development responsibilities:

- Understanding and having an awareness of own personal development needs
- Maintenance of a compliant professional portfolio where required





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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 settings and review, including a personal development plan

Special Requirements:

- There may be occasions where there is a requirement to work irregular hours in accordance with the needs of the role
- You will routinely be expected to travel across the region, London and other locations to meet with members of the HIN team, project stakeholders and others.

Health and Safety:

- Ensuring 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:

- A requirement to contribute to the continuous improvement of working practices
- Compliance with all policies and procedures within the Company
- All duties to be carried out whilst ensuring equal opportunities, and working collaboratively with other employees of the business, in the fulfilment of its aims and objective
- Right to work in the UK: Applicants must be able to provide evidence of their right to work in the UK.





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Communications Manager Person specification (if not stated otherwise, the specification is essential)

Qualifications:

- Educated to degree level or equivalent significant experience at a management level in communications, marketing or engagement

Knowledge & Experience:

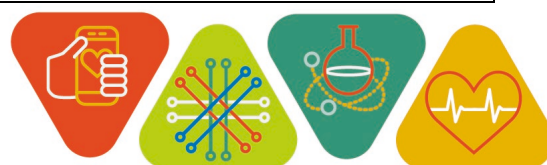
- Marketing and communications strategy, planning and management
- Comfortable using content management systems, digital and offline tools, social media platforms and able to train others in their use
- Development of systems and processes to manage communications activity
- Creating and managing strategic communications plans
- Setting and measuring progress against objectives
- Management of external agencies and suppliers
- Highly IT proficient
- Managing budgets
- Working knowledge of current data protection legislation

Qualities and abilities:

- Excellent copy writing skills
- Persuading and presentation skills
- Organisation and prioritisation skills
- Attention to detail and planning skills
- Networking and spotting new opportunities
- Relationship management skills

Personal characteristics:

- Have a passion for the work we deliver
- Creative thinker
- Networker with a collaborative approach
- Committed to diversity, equality and inclusion
- Resilient
- Dynamic, energetic and resourceful





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- 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

