



Head of Digital Media and Communications

Candidate Information Pack

April 2025



Image: Broken Silence group project in London,
Face Front Theatre



Welcome from our

Director of Programmes
and Influencing (Deputy
CEO)

We are so pleased that you are interested in joining our staff team.

People are dying too young because of who they are, where they were born, and where they live.

At People's Health Trust, we believe in longer lives, better lived.

We partner with expert local organisations working on the front line of addressing health inequalities, corporate organisations and donors, universities, and policy-makers, to understand the effectiveness of different approaches to improving people's quality of life and health. By using the connections, evidence and expertise we have developed, we influence government on how to shape policy that tackles the real causes of poor health.

We listen closely to our vibrant network of over 600 organisations across Great Britain to build funding programmes, develop campaigning and policy work, and connect decision-makers with communities with direct experience of poor health and shortened lives.

This new role is crucial to the Trust's future work. With a strong interest in social justice and a track record of delivering high-impact digital media and communications strategies, you will lead on media relations, digital content, campaigns, and brand management, ensuring the charity's voice is clear, compelling, and aligned with its mission.

If this sounds like a role for you, we would love to hear from you.

Max Rutherford

About us

Who we are

Strategic priorities 2022-2025

Our four strategic areas of work are:



1. We will **listen to and support** marginalised groups to speak out about their experience of health inequalities.



2. We will **build evidence and practice** around what works to address health inequalities.



3. We will **speak clearly and boldly** on the avoidable inequalities in health faced by marginalised people.



4. We will **develop as a diverse, equitable and inclusive** organisation and funder.

Our objectives place a clear emphasis on the Trust listening to marginalised groups and speaking clearly and boldly on the avoidable inequalities in health faced by marginalised people. We will build our evidence on what works and influence policy and decision-makers through local and national partnerships, and we very much welcome opportunities to form new partnerships with others.

**people's
health
trust**

**people
make
change**

**we
help it
happen**

Looking after our staff

Prioritising wellbeing

We have an employee assistance programme to support you in and out of work, 24 hours a day, 7 days a week.

As part of our wellbeing commitments, all staff can have a wellness action plan in place to support their health.

Our values

Our [values](#) are at the core of everything we do and are reflected in how we work with staff and our partners.

Developing our staff

We are committed to developing our staff. We have regular performance reviews and development opportunities to support your growth.

Key benefits

25 days' holiday, plus bank holidays a year.

To support your travel to the office, we offer interest free season ticket loans and a cycle to work scheme that lets staff buy a bike in instalments.

We offer a pension contribution of 6% of annual salary

Life assurance cover equivalent to 3 times your annual salary

Hybrid Working

Staff are able to chose to work from home for up to 60% of their week.

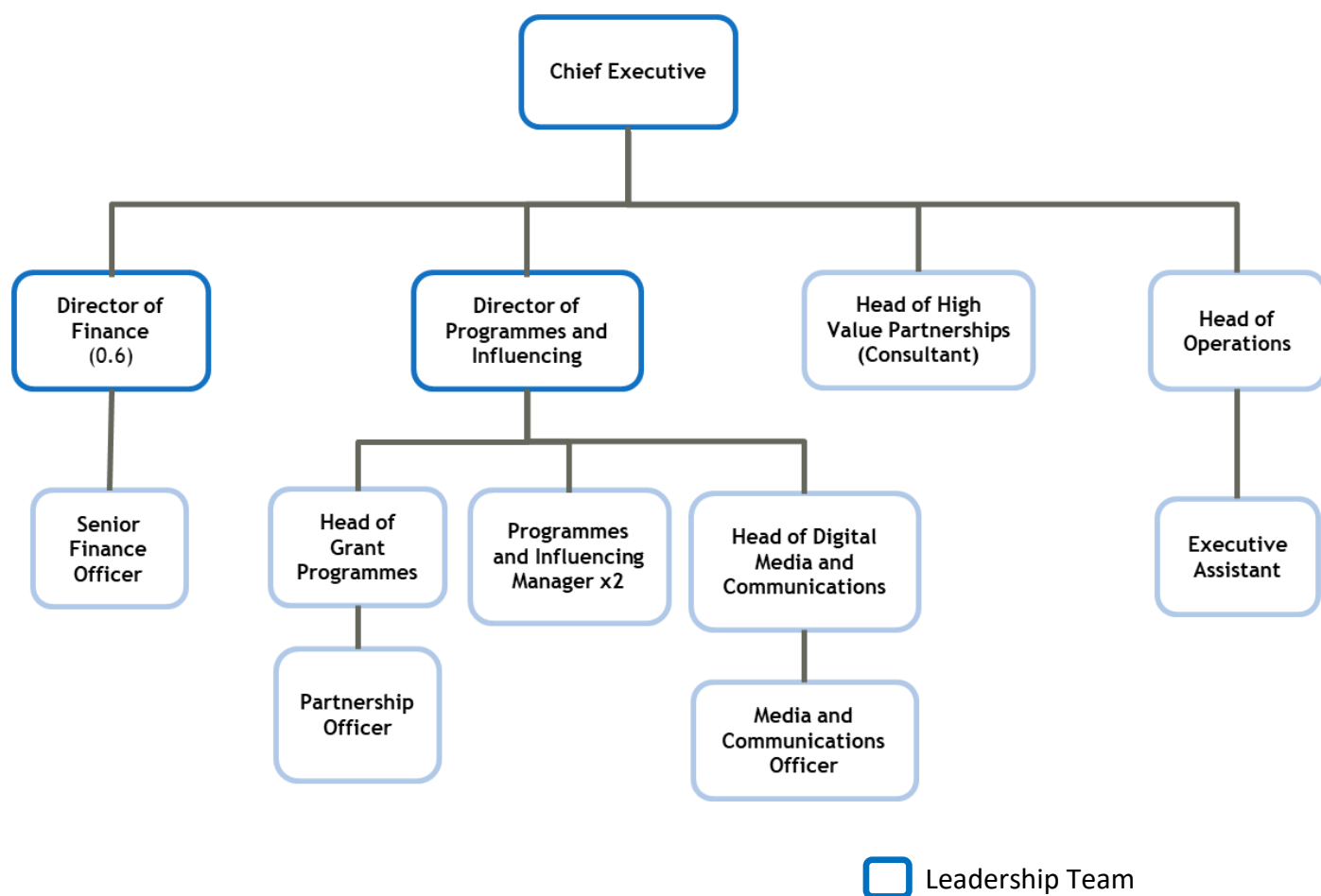
Living Wage Employer and Funder

We are committed to being a Living Wage Employer and Living Wage Funder.

Equity, diversity and inclusion

We are committed to strengthening our approaches to equity, diversity and inclusion (EDI) as an organisation and as a funder and we have a published (and very much alive) EDI strategy. We aim to have a staff team in place that represents the communities we serve, including having the necessary range of skills and perspectives. We are committed to providing a safe place of work, free from racism, oppression and bigotry.

Our team



More information on our staff, and our board of Trustees is available on our [website](#)

The role

Head of Digital Media and Communications

Salary:	£55,000 gross per annum
Hours:	35 hours per week
Location:	London (office or hybrid, with a minimum of 40% of contractual hours in the office)
Responsible to:	Director of Programmes and Influencing (Deputy CEO)

About the post

With a strong interest in social justice, the Head of Digital Media and Communications will lead the development and delivery of high-impact communications and digital engagement strategies to raise awareness of health inequalities, influence policy and decision-makers, and drive public and stakeholder engagement. The post will oversee media relations, digital content, campaigns, and brand management, ensuring the charity's voice is clear, compelling, and aligned with its mission. The post-holder will attend extended Leadership Team meetings.

Responsibilities

- **Equity, diversity and inclusion** – be a leader who actively supports our anti-racism and anti-oppression intentions and creates processes which ensure marginalised people's health is not compromised by discriminatory practices
 - **Strategy** - develop and successfully implement a digital media and communications strategy that enhances the charity's brand, engagement, and impact across key audiences
 - **Digital Engagement** – manage the creation of tailored, impactful content that speaks to the Trust's varied audiences
 - **Media** – lead proactive and reactive media engagement and support a public affairs strategy to secure high-impact coverage that shapes public debate and policy change. Manage press relations, reactive and crisis communications, and thought leadership positioning
 - **Campaigns** – design and execute digital advocacy campaigns that mobilise public support, engage decision-makers, and drive systemic change, leveraging data storytelling, lived experience, and research insights
 - **Brand Management** – strengthen and safeguard the Trust's brand, ensuring consistent, credible messaging, aligned with the Trust's values and resonating with diverse audiences
 - **New business** – to support the Trust in seeking new business through corporate partnerships, trusts and foundations, high net worth individuals and any other means
 - **External relationships** – develop strong external relationships with a range of stakeholders across the public, private and third sector, including with our network of funded partners
- And...
- Ability to travel regularly throughout Great Britain and commit to some out of hours working on a regular basis.

What you will bring to the role

Experience and skills we need:

- A good understanding of equity, diversity and inclusion and its impact on health
- A good understanding of the social and economic determinants of health
- Proven experience in developing and delivering high-impact digital media and communications strategies
- Experience in crafting targeted communications for a range of audiences, including policymakers, local and national government, corporate partners, high-net-worth individuals, and third-sector organisations
- Outstanding media relationships and ability to leverage
- Direct experience of securing media coverage, managing press relations, and leading public affairs communications, including crisis and reputation management
- Direct experience of brand management, ensuring consistency, credibility, and alignment with organisational values
- Excellent understanding of digital engagement trends, analytics, and content performance measurement and experience of aligning trends with organisational objectives
- Skilled in translating complex issues into clear, persuasive, and engaging messaging for diverse audiences

Our competencies

Team Work

Working co-operatively, building and nurturing strong relationships both within and outside of the Trust.

Effective Communications

Demonstrates the ability to communicate concisely, accurately and persuasively, verbally and in writing, with a range of audiences, appropriate to the role.

Personal Effectiveness

Demonstrates effective working practices, striving to deliver high performance.

Commitment to Excellence

Setting high standards of performance for self and others in meeting the needs of the Trust; seeking to be the best in all that we do, and continually improving both personally and professionally; identifying, understanding and giving priority to meeting the needs of customers and other stakeholders.

Strategic Leadership

Contributes strongly and creatively to the development and articulation of the future direction of the Trust, driving and motivating others to achieve long-term goals

People and Resource Management

Achieves results through efficient and effective management of people and resources. Creates a diverse and inclusive environment enabling individuals to achieve their maximum potential

Expert / Technical Knowledge

Demonstrating the best use of required knowledge in specified areas, ensuring continuous learning and development.



How to apply

Please forward a CV together with a supporting statement, no longer than 900 words. This should set out your interest in the role and how you meet the following essential criteria:

- Good understanding of equity, diversity and inclusion and its impact on health
- Proven experience in developing and delivering high-impact digital media and communications strategies
- Experience in crafting targeted communications for a range of audiences, including policymakers, local and national government, corporate partners, high-net-worth individuals, and third-sector organisations
- Direct experience of securing media coverage, managing press relations, and leading public affairs communications
- Direct experience of brand management, ensuring consistency, credibility, and alignment with organisational values
- Excellent understanding of digital engagement trends, analytics, and content performance measurement and experience of aligning trends with organisational objectives

Please use these as headings in your supporting statement. Please send your CV, supporting statement and the completed [diversity monitoring form](#) to: recruitment@peopleshealthtrust.org.uk by midnight on Sunday 27 April 2025. Interviews will be held in person on Tuesday 6 May 2025.

Our diversity data shows that we are currently underrepresented by certain groups of people. We particularly encourage applications from people from racially minoritised communities, disabled people and people from disadvantaged neighbourhoods

We are committed to being a **Disability Confident Employer**. We are committed to the recruitment, progression and retention of disabled individuals. If you are disabled and have the essential skills and experience to do the job, we will invite you for interview. If this applies to you, please indicate this on your email when you submit your application.

If you require any additional support with your application please get in touch. This particularly applies to people who need us to make reasonable adjustments under the Equality Act 2010. For example, if you:

- would like this document in a different format,
- would like to make an application in a different format
- require the support of a BSL interpreter

You can contact us to discuss support by:

Telephoning 020 4548 0953

Emailing recruitment@peopleshealthtrust.org.uk

Recruitment timetable

Closing date:

Midnight on Sunday 27 April 2025

Interview:

Tuesday 6 May 2025, in London