

## JOB DESCRIPTION & PERSON SPECIFICATION

<b>Job Title</b>	<b>Head of Marketing and Communications</b>
<b>Location</b>	Blend your working time remotely and at our Cardiff office
<b>Responsible to</b>	Innovation Adoption Director (IAD)
<b>Salary Band</b>	Grade 6
<b>Salary</b>	£70,545 per annum
<b>Direct Reports</b>	4

### About Life Sciences Hub Wales

Life Sciences Hub Wales aims to make Wales the leading destination for health, care, and wellbeing innovation. We act as a catalyst for change, supporting the development and adoption of health and social care solutions that positively impact people's lives across the nation. Our mission includes:

- Convening industry, healthcare, social care, and academia to share ideas, identify needs, and foster collaboration.
- Integrating the innovation ecosystem, positioning Wales as a powerful driver of health innovation.
- Accelerating the adoption of transformative solutions to drive system change.
- Advocating for health and economic wellbeing, raising Wales's profile, and attracting investment

### Our Values:

- **Passionate** – We're committed to making a difference through impactful innovation in Wales.
- **Collaborative** – We actively engage with our stakeholders and colleagues to drive change.
- **Expert** – We excel in our diverse skill set, using our expertise to achieve ambitious goals.
- **Professional** – We are committed to excellence in everything we do.

## MAIN PURPOSE OF ROLE

As a senior-level professional and exceptional communicator, lead strategic marketing and communications, supported by an operational team to ensure Life Sciences Hub Wales communicates the organisation's value-added proposition, benefits and contribution. With a focus on:-

- **Elevating** Life Sciences Hub Wales' profile as a leader in health and social care innovation.
- **Showcasing** Welsh life sciences; providing a platform for stakeholders to share success stories, case studies, and resources.
- **Strengthening** stakeholder engagement and awareness of opportunities to work together in Wales supporting health and social care transformation.

- **Collaborating** with partner organisations developing and supporting strategic campaigns.

## MAIN DUTIES & RESPONSIBILITIES

### Marketing and Communications

- Develop and execute a marketing and communications strategy aligned with organisational priorities.
- Lead and deliver an inspiring and engaging multi-channel plan, considering all relevant platforms and utilising social media to its full potential.
- Proactively collaborate and build a network of strategic relationships, building advocacy networks to deliver national campaigns that elevate Welsh Life Sciences.
- Identify and amplify key messages that reinforce our vision and build our reputation.
- Provide advice to colleagues as a trusted advisor.
- Act as the lead brand champion, ensuring consistency across all channels and touchpoints.
- Lead targeted activities ensuring that our messaging and channels achieve maximum impact.
- Act as a spokesperson and ambassador for the organisation.
- Lead communications for hosted programmes and partnerships, ensuring alignment with organisational strategies and funder requirements.
- Implement a data-driven approach to audience profiling, creating tailored engagement strategies that resonate with key stakeholders.
- Ensure bilingual communications (English and Welsh) in all external-facing content in accordance with the Welsh Language Standards.
- Work with the CEO and Head of HR, as required to help support key internal comms initiatives in line with our colleague engagement strategy.
- Work with stakeholders and colleagues to develop robust and effective processes and policies for all Marketing Communications activities.
- Maintain and further develop relationship between Life Sciences Hub Wales and key marketing and communication stakeholders.
- Coordinate and analyse stakeholder surveys
- Adapt communication and engagement plans according to best practice, advancement and stakeholder feedback to remain agile, proactive and responsive.

### Media Engagement and Public Affairs

- Shape and lead media engagement, proactively enhancing and protecting the organisations reputation.
- Build and manage relationships with Welsh, UK, and international media.
- Develop and execute media strategies and campaigns that spotlight impact.
- Oversee media responses, ensuring timely, strategic handling of enquiries.
- Maintain editorial oversight of the organisations digital and social media presence, ensuring compelling, cohesive messaging.
- Develop insightful strategic briefing and commentaries, crafting thought leadership articles, opinion pieces and position statements.
- Support an effective political engagement programme.
- Working closely with colleagues, support strengthening of partnerships across government, NHS, industry, social care, and academia to amplify our impact.

## **Leadership and Advocacy**

- Provide respected and compassionate leadership, inspiring high-performance.
- Contribute to the senior management team and organisational strategic planning, fostering cross-functional collaboration and positive relationships with SMT peers.
- Champion life sciences and the opportunities for Wales, providing authentic and influential leadership for collaborative marketing and communications activities.
- Champion equity, diversity and inclusion, ensuring these values are embedded in our communications.

## **People Management**

- Mentor and further develop a high-performing team, fostering a culture of excellence and positive team behaviours.
- Monitoring team performance and providing development opportunities to improve individual and team performance.
- Facilitating communication and collaboration within and with other teams
- Conduct regular performance reviews, ensuring alignment with strategic goals.
- Promote a culture of learning, striving for continuous improvement and innovation of approaches and outputs.
- Lead on recruitment and induction of direct reports.

## **Financial and Resource Management**

- Manage budget ensuring the most appropriate communication and marketing resources and capabilities are maximised to effectively deliver value.
- Oversee sourcing and contract management, maintaining compliance and efficiency.
- Oversee the management of the organisation's CRM system.

## **Performance Management and Reporting**

- Responsible for marketing and communications team's achievement of agreed targets and objectives.
- Maintain and further develop metrics, KPIs and use of analytical tools to measure the effectiveness of the marketing and communications strategy allowing for iterative improvements based on data driven insights.
- Produce regular reports that provide actionable insights analysis of return on investment.
- Provide advice and guidance in exploring and adopting new solutions e.g. AI that contribute to the organisation's operational efficiency and creativity, ensuring all applications align with the organisation's ethical guidelines and standards.

## **General**

- Promote and support the achievement of the Company's mission, vision, values, and goals at every opportunity.
- Always carry out the responsibilities of the post with due regard to equality, diversity, and inclusion and Life Sciences Hub Wales's organisational values.

- Maintain a high standard of probity in professional, personnel and financial matters, maintaining good relations with colleagues and external partners and to act in accordance with Life Sciences Hub Wales's code of conduct.
- Maintain effective working relationships with the wider Life Sciences Hub Wales team and partners, sharing intelligence and feedback to secure an integrated approach to the achievement of aims and objectives (outputs, outcomes, and benefits), and support connectivity between all areas of Life Sciences Hub Wales work.
- Comply with the Data Protection Act and the maintenance of confidentiality; including all aspects of data and information management requirements; collection, storage, dissemination, archiving and eventual destruction of information to support decision making and delivery activity, and monitoring, reporting, and evidencing performance.

## PERSON SPECIFICATION

Attributes	Essential	Desirable
<b>Qualifications and knowledge</b>	Degree-level qualification or equivalent	Degree preferred in the areas of communications and marketing related field (e.g., marketing, business administration, management, advertising, journalism, and/or communications)
	Membership of a professional marketing or communications body (e.g., CIM or CIPR). Recent evidence of CPD.	
	Inquisitive to understand the life sciences landscape in Wales.	Understanding of the international health and life sciences landscape.
	Understanding of the Welsh Language standards ensuring compliance and effective delivery across all external communications.	An appreciation of the political context for life sciences
<b>Experience</b>	Demonstrable experience in developing and executing high-impact marketing and communications strategies.	
	Experience of leading and developing a high-performing team	
	Proven track record in developing a broad spectrum of proactive media relations / campaigns	Established network and track record of working with relevant media
	Demonstrable ability to develop strong relationships across organisation to enable collaboration, advice sharing, and directional leadership where required.	Experience of building high trust and collaborative relationships and managing multiple stakeholders at senior level

	Experience across digital marketing and communications.	Developing websites based on analytics, experience and content development for SEO.
		Strong paid media experience, including paid social media campaigns, PPC and Google display.
	Demonstrated ability to communicate effectively to diverse audiences.	Experience of advising senior leadership on public affairs.
	Experience of proactive PR, reactive and crisis communications.	Experience of delivering Marketing and Communications in a public sector context
	Expertise in data-driven decision-making, reporting, and trend analysis.	Proven ability to leverage data analytics tools to track, measure, and optimise marketing performance, providing actionable insights to drive strategic decisions and improve ROI.
	Experience of implementing bilingual communications in line with the Welsh Language Standards, ensuring compliance and effective delivery across all external communications.	
<b>Skills and Attributes</b>	Highly developed communication skills, verbal and written with excellent writing and editing skills.	
	Strong analytical and problem-solving skills, with a solutions-focused, strategic mindset.	
	Ability to develop and articulate complex design principles, brand positioning concepts, creative platforms, and messaging in order to successfully ideate, develop, and launch integrated campaigns, messaging platforms, and digital properties.	
	Strong communicator with proven ability to build and maintain diverse and wide relationships and networks with multiple and diverse stakeholders.	Skilled in building high trust and collaborative relationships and managing multiple stakeholders at senior level.
	Strong organisational skills to manage compelling campaigns and activity concurrently, balancing strategic direction with operational execution to achieve successful outcomes.	Strong digital and IT proficiency, including advanced experience with Microsoft Teams, SharePoint, and Planner to effectively manage projects, collaborate with

		cross-functional teams, and streamline communication.
	Enjoys managing, developing, coaching and mentoring a team.	
	Inquisitive to develop and implement best practice and latest developments.	
<b>Other</b>	Highly proficient at handling multiple deadlines, shifting priorities and rapid change with ease.	Welsh language skills are desirable (Levels 1-5 in understanding, speaking, reading, and writing)
	Ability to self-manage a varied workload.	

### ADDITIONAL REQUIREMENTS

- Successful candidates must pass a disclosure and barring security check.
- Willingness to work flexibly to meet the reasonable needs of the company.
- Self-sufficient in use of information and communications technology.
- Valid driving license and own transport. However, as an equal opportunity employer, we welcome applications from those who are able to make alternative, suitable travel arrangements.

This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role.

In addition to the contents of this role description, the post holder will be expected to undertake all other reasonable and related tasks allocated by line management.

Life Sciences Hub Wales Ltd acknowledges the importance of developing and growing its bilingual workforce and welcomes applications for any post from candidates who demonstrate their capability to work in both English and Welsh.

Life Sciences Hub Wales is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.