



Communications Manager

Candidate Information Pack

February 2025

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Introduction



UK-Med is the most deployed Emergency Medical Team globally, responding to complex humanitarian healthcare emergencies at speed and scale. We have expanded significantly over the last few years and have an ambitious strategy in place for growth.

The world is experiencing an unprecedented level of humanitarian need. Natural disasters, disease outbreaks and conflict can hit at any time. The people affected are often the poorest and most vulnerable and the health problems they experience post-disaster are long-lasting. We believe that they deserve the highest quality emergency medical aid. We seek to save lives, but also to build resilient health systems so that people can lead healthy lives in the future.

At UK-Med, we work together to:

Respond rapidly to emergencies, delivering the expertise needed to support local health services and save people's lives.

Prepare health staff through training and capacity building, enabling health services to be better prepared for emergencies.

Learn and share learning worldwide through our academic partners, ensuring patients get the best care.

Since late February 2022, we have been responding to calls for help with the crisis in Ukraine. We now have programmes across Ukraine including surgical support, health clinics, and emergency preparedness training. More than 30,000 people have already received direct support or training from UK-Med as a result.

In June 2022, we were awarded EMT (Emergency Medical Team) status by the World Health Organization. A month later, we were formally appointed to provide EMT services for the UK government. As such we are at the front line of the Foreign, Commonwealth and Development Office's response to humanitarian crises and can also respond to any crisis, anywhere in the world, under our own banner.

In February 2023, UK-Med deployed the UK Emergency Medical Team field hospital to Turkey in response to the earthquakes there.

Since launching our response in Gaza in late 2024, we have created two field hospitals within the Gaza strip and supported surgical departments in several locations. Over 240,000 patients have benefited from UK-Med's treatment so far.

David Wightwick

UK-Med Chief Executive Officer

Advert

Role:	Communications Manager
Remuneration:	Up to £41,000 GBP (dependent on experience)
Duration:	Permanent
Right to work	Applications are accepted only from those with the right to work in the UK.
Location:	Manchester, UK (hybrid working available) with international deployment.

Are you a dynamic and dedicated communications expert ready to help UK-Med in its mission to provide life-saving medical aid? Do you have the skills to craft compelling content that motivates action?

UK-Med is a frontline medical aid charity. Born of the NHS, we've been working for over 30 years towards a world where everyone has the healthcare they need when crises or disasters hit.

We are one of the foremost emergency health charities during disasters and emergencies and are charting a path toward ambitious growth. Our goal is to expand our reach and engage a broader audience to support our critical, life-saving efforts.

As Communications Manager, you will play a key role in our integrated communications, marketing, brand development, and digital campaign efforts. Your responsibilities will encompass both the management of strategic plans and the hands-on execution of various activities, including deployment and field content.

This role offers an exceptional opportunity to drive UK-Med's mission forward, reaching new heights in audience engagement and support for our vital humanitarian work.

We offer a competitive salary and benefits along with a friendly working environment and the opportunity to make a real difference.

This is a fantastic platform to build your communications career providing opportunities to tell inspiring stories and working with stakeholders such as WHO, IOM, UK Government, UK and international universities, and the media.

How to apply

To apply, please submit a detailed 500-word expression of interest and your CV. This should outline your suitability for the role, your relevant experience, and your vision for the position.

The deadline for submissions is **Monday 03 March 2025**

This role is based in the UK, and applications are accepted only from candidates with the right to work in the UK.

UK-Med is committed to safeguarding of our personnel and beneficiaries and has a zero-tolerance approach to sexual exploitation and abuse. We conduct thorough vetting before any appointment is confirmed.

UK-Med is committed to the principles of diversity, equality, and inclusion. We strive to provide an inclusive and supportive environment where employees feel respected and supported to be able to fulfil their potential.

About UK-Med

UK-Med (www.uk-med.org)

Our medical teams respond to disasters around the world and work with local emergency teams to build their resilience to future threats.

A registered charity, UK-Med has been responding to emergencies since 1988, when a team of eight Manchester clinicians led by our founder Prof. Tony Redmond, went to Armenia in aid of those who had been hit by a devastating earthquake. We have strong links with the NHS and when Ebola hit West Africa in 2014, killing over 11,000 people, we recruited, trained and sent 150 NHS clinicians to work in treatment centres alongside local health workers to help bring the outbreak under control.

We have deployed clinicians following numerous large-scale natural and manmade disasters, treating patients in emergencies in Armenia, Iran, China, Haiti, Nepal, Cape Verde Islands, Sierra Leone, Bangladesh, the Philippines, Gaza, Samoa, the Kurdish refugee crisis and the Siege of Sarajevo. We have delivered training to thousands of healthcare workers in Sierra Leone, South Sudan, China, Malawi, Myanmar, Armenia and Uganda.

Our core staff team of 50 provides programme management and technical health expertise, logistics, fundraising and communications, finance, HR, and administrative support. Our humanitarian responses are staffed by our membership - a combination of volunteers seconded from NHS employers, and experienced NGO workers recruited on a contingency basis for specific responses. Currently we have a membership of around 1,200 (mostly healthcare professionals and experienced NGO support staff) who have been through selection procedures, vetting and induction/training.

UK-Med Vision, Mission and Values

Our Vision

A world where everyone has the healthcare they need when crises or disasters hit.

Our Mission

We save lives in emergencies.

When health services are overwhelmed, we get expert health staff to where they're needed fast.

We help communities prepare for future crises.

We Value:

Excellence

We set high standards for ourselves and the organisation. We strive to be outstanding in everything we do.

Determination

We have a can-do attitude and thrive on problem solving. No matter what the challenge, we explore all options so if there's a way we'll find it. We don't give up easily.

Compassion

We care about people. The health and wellbeing of our patients and our people is central to everything we do.

Learning

We believe in knowledge-sharing and giving people the means to develop their capabilities. We value learning and continual growth.

Collaboration

Working in partnership with stakeholders, communities and colleagues is key to the success of our work.

We respect the skills, knowledge and experience of those we work with and take care to listen and adapt to changes in need.

Job Description

Communications Manager

Job Title	Communications Manager
Reports to	Head of Communications
Duration	Permanent
Hours	Full Time
Place of work	Manchester, UK (hybrid working available) with international deployment.

Purpose of role

The Communications Manager at UK-Med is tasked with leading integrated communications and marketing strategies to establish the organization as the leading emergency health charity. This role involves hands-on campaign management, brand development, and production of content from field projects and deployments, all aimed at expanding UK-Med’s audience and support base.

Key responsibilities

Content development

1	Create and commission content by instructing and engaging register members, multimedia producers, country programme staff and freelancers.
2	Alongside the Head of Communications, deliver a comprehensive plan to ensure audience and growth objectives are met.
3	Produce content for our website, social media channels and other products, when necessary, ensuring consistency of voice and brand, and engaging visual content that aligns with our mission.
4	Maintain robust processes for managing how content is collected, stored and distributed.

Audience growth

5	Design and deliver work that helps us better understand our audiences, their needs, motivations and behaviours.
6	With the wider Communications & Fundraising department, design and implement a plan for growing and diversifying our audiences as identified in the strategy.
7	Help develop and implement a culture of test and learn to optimise content publishing and increase audience reach and engagement.
8	Proven experience of developing, implementing and evaluating high profile, innovative and ambitious multi-media strategies and securing effective coverage.

Channel management

9	Oversee the development and improvement of our website, liaising with colleagues and external designers to keep content relevant and up to date.
10	Use Google Analytics to provide reporting on website engagement and reach.
11	Support the Communications & Fundraising Officer to deliver daily management of our social media channels.
Brand management and development	
12	Promote brand guidelines and support colleagues and partners to adhere to branding standards.
13	Develop and implement communications and media training and resources for register members to be implemented at deployment courses, pre-departure briefings and on-deployment.
14	Work closely with external creative agencies and freelance PR, communications and fundraising.
Management and reporting	
15	Maintain reporting and analytical systems for monitoring and reporting on performance against KPIs and metrics.
16	Deputise for the Head of Communications when necessary.
Safeguarding	
17	Comply with and uphold UK-Med safeguarding policies (including child protection, prevention of sexual exploitation and abuse, bullying and harassment) and all Codes of Conduct.
18	Report all possible breaches of policy or Codes of Conduct through the appropriate channels in a timely fashion.
General duties	
19	To ensure and promote Equality, Diversity and Inclusion (EDI) in line with UK-Med's EDI Policy.
20	Comply with all financial and procurement policies and procedures, including those relating to anti-bribery, anti-terrorism, and anti-slavery.
21	Support UK-Med's environmental policies and procedures, taking personal responsibility for contributing to reducing negative environmental impacts.
22	Undertake training and comply with vetting requirements (including CRB / police checks, referencing) appropriate to the role as specified by UK-Med.
23	Treat all people including colleagues, patients and other beneficiaries, volunteers, partner staff and the general public with respect and ensure their dignity in interactions with you and UK-Med.
24	Other tasks as might be required to ensure effective delivery of UK-Med / READY / projects and programmes of work.

Person Specification

Communications Manager

Qualifications / Professional Memberships		
1	Educated to degree level a relevant subject (such as Media, Communications, Public Health or International Relations) OR equivalent professional experience	Essential
2	Communication or marketing qualification	Desirable
Knowledge, Skills and Experience		
3	Demonstrable experience of creating compelling content from source material for a range of platforms and media.	Essential
4	Demonstrable experience of planning and delivering cross platform campaigns.	Essential
5	Demonstrable experience of working within a multi-disciplinary team to deliver a project together.	Essential
6	Photography and videography skills: including the ability to edit videos.	Desirable
7	Strong copywriting abilities.	Essential
8	Able to build content in the Adobe Creative Suite OR Canva.	Essential
9	Proven ability to use WordPress or other Content Management System.	Desirable
Personal Attributes		
10	Highest standards of integrity.	Essential
11	Flexible, can-do attitude and good team player.	Essential
12	Excellent time and task management skills with the ability to balance a full and dynamic workload and make decisions in a fast-paced environment.	Essential
13	Excellent communication skills, both verbal and written.	Essential
14	Excellent attention to detail around work planning and the use of systems with a strong commitment to quality control and standards.	Essential
15	Ability to work independently.	Essential

Practical requirements		
16	Willingness to travel to the field offices and deploy when necessary (up to 20% of the time).	Essential
17	Willingness to work some weekends and evenings to contribute programme delivery and organisational priorities.	Essential
18	A commitment to own learning and development and willingness to undertake Continuing Professional Development.	Essential

Key terms and benefits

Salary:	Up to £41,000 GBP p/a (dependent on experience)
Working hours:	Full-time; you will be required to work the hours as are necessary for the proper discharge of the duties, with the notional requirement being 35 hours per working week. Work will normally be undertaken in office hours, Monday to Friday, but some weekend and evening working will be required.
Annual Leave:	25 days per year plus 8 public holidays
Pension:	10% employer contribution, with 5% employee contribution to a specific defined contribution scheme
Deployment:	You may be expected to travel and work overseas in support of our international programmes of work
Safeguarding:	To follow UK-Med safeguarding practices as required within the role.
Professional requirements:	Membership of professional bodies is not a requirement but may be an advantage.
Right to work	Applications are accepted only from those with the right to work in the UK.
Term of contract:	Permanent

UK-MED

Building a world
prepared to help