

Job Description

Job Title:	Director of Communications
Reports To:	Chief Executive
Location:	London
Salary:	£90,000 (plus pension, private medical insurance and 30 days annual leave)

Purpose

The position of Director of Communications is a newly created role within IHPN that has been created to support member growth. The postholder will sit on the organisation's Senior Management Team.

Leading on all aspects of IHPN's communications work, the Director of Communications will oversee the work of two existing members of the team to shape our external and member communications to help support member and industry objectives. They will also play a pivotal role in how we communicate with our 120 members across the UK, using the most effective and efficient methods of communication.

Bringing real energy and a passion for communications the postholder will enjoy a varied and stimulating working environment, liaising on a daily basis with members, journalists, Parliamentarians and senior civil servants.

Confidence in engaging with these varied audiences is essential and the successful candidate will need to be able to demonstrate that they can quickly command the confidence of different groups, be comfortable working at Board level and in speaking in front of an audience. Having also ideally come from a healthcare background they will also be familiar with the issues that IHPN is dealing with and be agile in responding to them.

IHPN is a small organisation dealing with a wide range of issues at any one time and proactivity is key for us. Therefore, this role will appeal to someone who enjoys generating ideas, stimulating debates and is generally willing to get stuck in.

Nature and scope

IHPN is the membership network for independent healthcare providers. We play a leading role in the sector by bringing all types of independent providers together, supporting them to deliver great care to patients, and enabling them to make a positive contribution to UK healthcare. In 2024, IHPN won the Trade Association of the Year Award at the annual industry awards.

Our vision is for a thriving independent healthcare sector delivering great care to NHS and private patients.

IHPN is a small team of 13 people representing an industry valued at nearly £23 billion annually.

Our members deliver a diverse range of services to NHS and private patients including acute care, primary care, community care, clinical home healthcare, diagnostics, mental health and neurodevelopmental care across England, Scotland, Wales, and Northern Ireland. IHPN's work programme is similarly diverse and covers a range of topics from supporting providers to achieve net zero; working on the contribution of the independent sector to NHS services; understanding the impact of key legislation such as the Health and Care Act; developing a sector wide approach to share and learn from patient safety incidents; supporting the development of medical governance oversight frameworks; and much more. IHPN is both output and delivery focussed, and our communications work reflects this.

Accountabilities

- Working closely with the IHPN Chief Executive, Chair and Board, lead IHPN's programme of communications activity to support delivery of the organisational strategy.
 - In particular, develop a proactive approach to engaging with national, regional and trade media as well as politicians on key industry issues.
 - Oversee a strong and effective response capability within the organisation to deal with media and political issues as they arise on a daily basis.
 - Ensure that there is a strong pipeline of relevant and stimulating content for members via our own member communication channels, social media presence and through trade media.
 - Represent the organisation in various forums including at national and international conferences and events.
 - Working with the Director of Regulation and the Director of Policy to ensure that our content generation is effectively communicated to members and wider stakeholders.
 - Ensure that the wider communications team are delivering products and outputs that are of a high standard and leading edge and build a team culture and way of working which is consistent with IHPN's values.
 - Continually improve knowledge and understanding of the sector and build and maintain a network of communications leads from across the IHPN membership.
 - Manage the communications budget and commission and manage external contractors as appropriate and in line with IHPN's business plan and budget.
 - Identify opportunities for member growth and other commercial activities.
 - Contribute to other aspects of IHPN's work as a member of the Senior Management Team and work across all IHPN teams where necessary or required.
 - Be willing to work occasionally out of hours.
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Knowledge, Skills and Experience

We have provided an outline of the essential and desirable criteria for this role below. However, it is more important to us to find the right person with the right mindset than someone with a very specific set of previous experiences. So, we would really encourage you to apply or get in touch for a conversation if you:

- Are a people person and interested in putting your people skills into action with both members and key stakeholders.
- Have a can-do attitude that enjoys getting on and delivering.
- Enjoy working as part of a team and able to lead when needed.
- Works in line with IHPN team values including proactivity, integrity, and putting members first.

Essential

- Demonstrable track record of leading communications teams to deliver against organisational objectives.
- Excellent influencing skills that can be deployed with a variety of key stakeholders.
- An extensive understanding of how to engage with media and political stakeholders to effect meaningful change and a clear track record in lobbying and engagement.
- Strong interpersonal skills with the ability to build and maintain positive relationships within the IHPN membership.
- An empathetic and emotionally intelligent manager of people.
- Understanding of UK healthcare.
- Proven public speaking skills across different audience types.
- Willingness to be flexible to reflect the changing needs of a dynamic industry and a small team.
- Excellent attention to detail, a methodical approach, and able to consistently deliver high-quality outputs.
- Able to demonstrate strong customer service and interpersonal skills, gaining the respect and confidence of internal and external stakeholders.
- Be able to work collaboratively and build strong cross-organisational relationships within a multidisciplinary team and to deliver independently when needed.
- Flexible and agile in a rapidly changing environment.
- Excellent IT skills.

Desirable

- Educated to degree level.
- Experience of having worked in a trade association or membership organisation.
- Consumer PR knowledge.
- Direct experience of having worked in private healthcare.