



Association of the Directors of Public Health

Job Description

Job title:	Communications Manager
Department:	ADPH
Salary:	£32,000 - £35,000 depending on experience
Hours:	Full time
Contract:	Permanent with a probationary period
Responsible to:	Deputy Chief Executive

ADPH

The Association of Directors of Public Health (ADPH) is a Registered Charity and Company Limited by guarantee and is the representative body for Directors of Public Health (DsPH) in the UK.

It seeks to improve and protect the health of the population through collating and presenting the views of DsPH; advising on public health policy and legislation at a local, regional, national and international level; facilitating a support network for DsPH; and providing opportunities for DsPH to develop professional practice.

The Association has a rich heritage, its origins dating back 160 years. It is a collaborative organisation working in partnership with others to maximise the voice for public health.

www.adph.org.uk

Job Purpose

- To lead ADPH's external communications activities
- Develop a greater and more effective voice for public health, increasing visibility and breadth
- Communicate the ADPH's vision, positions and achievements to key audiences, with the aim of raising the ADPH's profile and influence and ensuring the DPH voice is represented
- Support income growth by developing relationships with key stakeholders, including potential funders

Key relationships

- ADPH Policy and Engagement Teams
- ADPH Council, Board and Policy Advisory Group Leads
- Communications teams in stakeholder organisations
- Press and media contacts
- Parliamentary contacts

Accountability and reporting

Accountable to the ADPH President, Board and Council through the Chief Executive and Deputy Chief Executive

Principle responsibilities

Management

- Manage the implementation of the ADPH Communications Strategy
- Develop and deliver a communications programme with clear timescales and metrics
- Develop ADPH communications and branding processes and templates and ensure they are followed
- Manage relationships with suppliers of services essential to communications work e.g. designers, writers, printers, media monitoring services
- Monitor the communications budget
- Monitor and report on communications performance metrics

Media and digital

- Lead a professional press office function – including some out of hours virtual cover
- Pro-actively secure national and sector media coverage
- Oversee and advance our social media platforms
- Manage a redesign of the website, ensure the website is maintained and content optimised
- Stay up to date on digital developments and trends and recommend actions

Communications

- Work across the ADPH Team to strategically coordinate a steady flow of relevant, timely and engaging content for ADPH channels in a range of formats e.g. infographics, film, blogs etc.
- Work with the Policy Team to develop a strong narrative and lead on creating and maintaining appropriate and consistent language and terminology across all media
- Work with the Head of Engagement to gather intelligence from ADPH members to inform communications and ensure the DPH voice is represented
- Project manage the design and production of promotional materials
- Develop and expand ADPH relationships with the media, politicians and stakeholders
- Horizon scan for opportunities and risks, and advise on appropriate action

General

- Lead and participate in cross-team projects
- Scope and secure sponsorship and funding opportunities
- Any ad hoc duties as requested by line manager or Chief Executive

Professional

- Keep up to date on relevant best practice and legislation
- Uphold the values and objects of the Association at all times
- Hold the core public health values: equity; empowerment; fairness; inclusiveness; effectiveness; evidence-base
- Act according to Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership with respect for all others and the environment

This job description will be reviewed not less than annually as part of the appraisal process.