



# The Association of Directors of Public Health

## Job Description

<b>Job title:</b>	Communications and Marketing Manager
<b>Salary:</b>	£40-48k
<b>Hours:</b>	Full time
<b>Contract:</b>	Permanent with a probationary period
<b>Location:</b>	Hybrid (office in London)
<b>Responsible to:</b>	Head of External Affairs

### ADPH

The Association of Directors of Public Health (ADPH) is the membership body for Directors of Public Health (DsPH) in the UK. It represents the professional views of all DsPH as the local leaders for the nation's health.

The Association has a heritage dating back over 160 years and is a collaborative organisation, working in partnership with others to strengthen the voice for public health. 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.

### Job Purpose

- Manage and develop the ADPH External Communications and Marketing Programme.
- Run a professional press office function.
- Produce appropriate content and manage comms channels (eg newsletters, website, social media) to communicate ADPH's vision, positions and achievements to key audiences.

### Key relationships

- ADPH staff.
- ADPH President, Vice President, Council and Policy Advisory Group Leads.
- Communications and marketing teams in stakeholder organisations.
- Press and media contacts.

### Accountability and reporting

Accountable to the ADPH President, Board and Council through the Head of External Affairs.

## Principal responsibilities

### Media and digital

- Run a professional press office function – including some out of hours cover.
- Increase the breadth of ADPH's impact whilst maintaining our high profile and credibility.
- Maximise opportunities for coverage on relevant topics with ADPH as the 'go to' organisation on key public health issues.
- Develop and expand ADPH relationships with the media.
- Provide communications training and support for the ADPH Board, Council and other members to develop a pool of spokespeople and equip them with the relevant skills.
- Oversee and develop our social media presence.
- Ensure the website is maintained and content optimised.
- Stay up to date on digital developments and trends and recommend actions.

### Content and publications

- Work across the ADPH team to coordinate a steady flow of relevant, timely and engaging content for ADPH channels in a range of formats eg infographics, video, statements, blogs.
- Develop a strong narrative and lead on creating and maintaining appropriate and consistent language and terminology across all media.
- Understand member views and ensure the DPH voice is represented in all ADPH content.
- Project manage the design and production of marketing materials and key publications.
- Horizon scan for opportunities and risks and advise on appropriate action.

### Management

- Support the Head of External Affairs in the production and delivery of the ADPH Communications and Marketing Strategy.
- Work with the Engagement Manager to manage and develop the ADPH Communications and Engagement Work Programme.
- Manage relationships with suppliers of services essential to communications work eg media monitoring service, website developer.
- Monitor and report on communications performance metrics.
- Seek sponsorship and funding opportunities.
- Ensure effective comms and marketing input to projects across the ADPH team.
- Participate in and lead relevant cross-team projects.
- Any ad hoc duties as requested by line manager or Chief Executive.

### Professional

- Comply with all ADPH policies and protocols including confidentiality.
- Uphold the ADPH values: members first; excellence; collaboration; inclusion; professionalism.

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