

Job Description for EIT Health External Communications Manager

About EIT Health

EIT Health is a vast, vibrant community of world leading health innovators backed by the European Union. Working across borders, we bring together the brightest minds from the worlds of business, research, education, and healthcare delivery to answer the biggest health challenges Europe faces.

Our ambition is to enable people in Europe to live longer, healthier lives by building and growing businesses to create products and services that progress healthcare in Europe, while strengthening our economy. EIT Health has pan-EU representation via our headquarters in Munich and six regional innovation hubs, which operate as strong innovation clusters to drive our thriving ecosystem. The InnoStars cluster brings together organisations from more progressive regions where the overall pace of innovation is more moderate. EIT Health has expanded the community's presence with the EIT Health Regional Innovation Scheme in 13 regions across Central, Eastern and Southern Europe. EIT Health also leads the development of the EIT Hub in Israel, which connect innovators across Europe to other key thriving ecosystems beyond the EU.

EIT Health is a Knowledge and Innovation Community (KIC) of the European Institute of Innovation and Technology (EIT), a body of the European Union. For more information visit: www.eithealth.eu.

The Role

Communications is a core and fundamental strategic driver for EIT Health that supports the organisation's growing profile as the Health Innovation Platform in the EU. As such, Communications needs to be represented at all levels of the organisation and effectively integrated in all strategies and operations as part of the wider corporate affairs team.

The role of the corporate affairs team is to offer environmental shaping activity to drive the most conducive environment to support and advance the latest innovation solutions in healthcare and enhance advocacy of EIT Health and the vital work it does across all relevant stakeholders.

As such, there is an increased, strategic priority to be able to demonstrate and communicate, to a number of influential and senior healthcare actors, the extent and nature of the value we generate within the broader healthcare landscape; for healthcare innovators and entrepreneurs, for healthcare policy and political decision makers and to the patients and citizens of Europe.

Our ability to be viewed as effective story tellers – through effective and compelling dissemination of the successes generated from our growing portfolio of projects and programmes; the innovative solutions that aim to address societal healthcare needs and challenges, that in turn, confer

transformative benefit to patients, citizens and healthcare systems, combined with the story and evolution of EIT Health, are priority elements of our communications strategy.

Value, impact, contribution and benefit, identity, awareness and thought leadership are key areas of focus. Clear, strong and aligned messages as well as maximising brand visibility across all activities of our organisation are fundamental elements of EIT Health's overall strategy.

The External Communications Manager (central office) will be responsible for developing and executing EIT Health's strategy for our digital and social media channels, as well as offline tactics to support the corporate narrative and profile. Content development designed for diverse audiences (stakeholder, academic, business, client / beneficiary, public) will be key. They will also define, generate, and communicate compelling and meaningful content, distributed via differing channels for diverse audiences that aims to convey our overarching value, the benefits that we derive and the impact we create, as evidenced through the successes of our portfolio. The key is to be able to tell captivating stories, about the innovators and entrepreneurs, about the innovative solutions and services that are devised, and most importantly the effect and change felt by the ultimate end recipient – patients and citizens.

This is an exciting time to join the team at EIT Health and provides a fantastic opportunity to make a positive and meaningful impact, as we continue to enhance our profile, exert influence and drive thought leadership within the European healthcare ecosystem.

The postholder reports to the EIT Health Head of External Communications and will join the corporate affairs team.

About you

We're looking for a seasoned communications expert with significant experience of leading and producing proactive external communications ideally within the healthcare or related industries. You will need strong experience in leading and managing communications utilising a multi-channel approach (particularly in the digital space) with a proven track record of establishing effective working relationships with key stakeholders across the full healthcare spectrum.

You will be a natural storyteller, creating and devising strategy and bringing it to life in execution. You will be a smart and strategic assessor of the healthcare topics that matter, future trends and issues, and how they apply to EIT Health and its portfolio. You will be an excellent copy writer and have an eye for what makes for compelling communications story. You also know of the most impactful and cutting-edge technologies and channels within communications – so that the content we create reach our diverse audiences in a variety of exciting and innovative ways.

This is a challenging, senior, and visible role within a high performing team that will require high levels of strategic assessment and analysis, resilience, flexibility, and drive for results.

Responsibilities:

- Define and develop communication activities, through the development of content using optimal channel and format mix, targeting key external stakeholders to raise awareness of the role of EIT Health, how it works, what it does and why it matters.

- Partner with other functions to ensure identification of appropriate communications milestones, tight alignment of messages and narratives.
- Own and consistently optimise corporate materials i.e., EIT Health Annual Reports, message house, brand guidelines. Maintain a relevant and accurate asset collateral portfolio, including, fact sheets, slide decks, videos etc. Gather content that is aligned with EIT Health strategy
- Oversee and manage the EIT Health website, with a keen eye for digital strategy, analytics, and optimisation techniques to position EIT Health as a leader in the digital space. Manage the day-to-day functionality, content, design, architecture of the website to present EIT Health appropriately at all times (be the point of contact and oversee relationship with digital agency).
- Oversee and manage the EIT Health social media channels including devising and implementing strategy, building a community, and presenting timely, compelling and targeted content that supports the organisational profile, value, and thought leadership (be the point of contact and oversee relationship with social media agency).
- Suggest new approaches to elevate communications outputs and champion channel innovation and channel mix, including both traditional and social media, to maximise EIT Health content for both internal and external audiences.
- Support EIT Health Events Lead with recommendations and development of appropriate content and/or other meaningful contributions/involvement at key strategically relevant events.
- Provide appropriate resource, support and materials to regional innovation hubs Communications Leads with their own regional plans for organisational content and materials. Provide a central repository of relevant content and associated collateral.
- Partner with other key members of the corporate affairs team where appropriate for alignment with relevant content, channels, event management, marketing.
- Continuously monitor, measure and refine external communication deliverables to ensure timely completion, quality, accuracy and effectiveness.
- Contribute to EIT Health Central Communications strategy and processes.
- Provide regular updates as a member of the EIT Health corporate affairs team and regular reporting to the Head of External Communications. Participate in other relevant and associated Communications activities, as required.

Essential criteria

- Over six years' experience in an external communications role with a comprehensive and proven ability to design, develop and implement an integrated communications strategy utilising innovative methods and channels.
- Very strong digital and social media skills – including understanding appropriate content generation, selection of channel and growing / managing an online community to drive debate, opinion and dialogue, applying techniques such as SEO to grow the visibility of the organisation online.
- Exceptional and compelling writer and editor with content curation skills combined with outstanding oral and presentation capability.
- Ability to convert scientific and technical concepts into simple and compelling content.
- Experience in / good knowledge of the healthcare sector within Europe.
- A strong understanding of the latest healthcare trends and issues; key healthcare influencers and commentators, how healthcare ecosystems and systems are structured, the role of differing related organisations and institutions, such as patient advocacy groups, regulatory health technology assessment bodies etc.

- Ability to make strategic assessments on the healthcare-related topics and issues most relevant to EIT Health, our portfolio of projects and partners in order to develop specific content.
- Excellent interpretation and analytical skills and a focus on achieving results.
- Creative strategic thinker who can both shape projects, drive delivery and personally execute.
- Strong track record of influencing and building collaborative relationships with highly diverse healthcare stakeholders.
- Strong team player with ability to navigate a highly complex organisational structure and operational processes of a growing organisation. Ability to work at differing level; from briefing the CEO, working with senior leaders from our partner organisations, to influencing across different regions and cultures.
- High standard of quality in all communications outputs, and ability to work to tight deadlines.
- Proficiency in both long-term strategic planning and impromptu on-deadline performance.
- Native level English language skills, both oral and written. Additional European languages are a distinct advantage.
- Self-starter, ability to use initiative, good work ethic with a can-do attitude.

Desirable criteria

- Scientific/medical literacy
- Experience in the a public sector and / or as part of a membership organisation.
- Knowledge and understanding of the 'knowledge triangle', i.e, the intersection between education, research and business creation sector to drive innovation

What we offer

- The External Communications Manager role is a full-time position (1 FTE) in the central office, with regular travel – primarily in Europe (in line with public health guidelines during the COVID-19 pandemic).
- Competitive remuneration package.
- Start-up mentality, fast and flat processes, straight internal communication, non-hierarchical structure, and freedom to operate with autonomy.
- An extensive network in the healthcare sector, with exposure to high-level and senior representatives from key players and influencers
- The opportunity to work on critical projects of European interest, contributing to bettering the lives of patients and citizens.
- Familiar atmosphere within a dynamic team.
- Flexible culture including remote working option.

Applications:

If you're interested in this position, please send your cover letter and CV to Yasmin.Ghariani@eithealth.eu. The closing date for applications is 19 August 2021.

Working relationships:

EIT Health Head of External Communications (line manager)

EIT Health Corporate Affairs Director (functional director) as well as the wider corporate affairs team

EIT Health Head of Marketing

Regional Innovation Hub Communications Lead.

Notes:

The official working language of EIT Health is English. The post will be based at our Munich headquarters by preference, but remote working with regular travel to the Munich office will be considered.

