

Communications Lead (m/f/d) EIT Health Germany-Switzerland

EIT Health – Co-Location Centre, Munich

EIT Health, a Knowledge and Innovation Community (KIC) under the umbrella of the European Institute of Innovation and Technology (EIT), is focused on supporting entrepreneurship, innovation, and education, to promote healthy living, support active ageing and improve healthcare. EIT Health brings together leading organisations along the entire value chain – smaller companies, larger industry, excellent academic and research institutions, and public sector organisations. Together we work toward a healthier Europe by removing barriers to innovation, promoting talent and education, leveraging enabling technologies and exploiting big data. EIT Health has Central Offices (CO) in Munich and develops activities across a network of regional Innovation Hubs (known as Co-Location Centres (CLCs) in Munich, Paris, Dublin, Barcelona, Rotterdam, Stockholm and Vienna). In addition, the InnoStars office in Budapest involves Partners from Hungary, Poland, Portugal and Italy. EIT Health includes more than 130 partners.

About EIT Health Germany-Switzerland CLC

The CLC in Germany-Switzerland has 15 Partners – from leading companies and public health organisations, renowned universities and research institutions across both countries. They collaborate to realise EIT Health's mission to be Europe's leading innovation platform, facilitating longer, healthier lives and more sustainable healthcare systems.

Role overview

EIT Health Germany-Switzerland CLC is seeking to appoint a **Communications Lead**, with a solid reporting line to the CLC Managing Director and a functional dotted reporting line to the Central Office Head of Communications & Events (under the supervision of the Director of Corporate Affairs).

The EIT Health Germany-Switzerland Communications Lead will be responsible for developing and implementing an effective, strategically driven, proactive and reactive multi-channel regional communication plan targeting diverse audiences and stakeholders to support the implementation of EIT Health's Strategic Agenda.

The successful candidate will be part of a pan European Communications team composed of communications professionals at all EIT Health CLCs and the Central Office in Munich, Germany. The Central Office and Regional team share the accountability for devising the broader EIT Health Communications Strategy against the organisational goals. However, the CO team drive the corporate pan-EU EIT Health communications strategy and tactical plan and the Regional Communications Leads have responsibility for the strategy and tactical plan at the local and regional level.

Objectives of the role

The main objectives of the Communications function at EIT Health are to:

- Increase visibility and awareness of EIT Health amongst key stakeholders, its role, its mission.

- Communicate the value and impact generated through the results of our portfolio of projects, programmes and services in the healthcare and research and innovation landscape.
- Position EIT Health as a thought leader in healthcare innovation and entrepreneurship arena.

The Communications Lead will lead and deliver the implementation of a comprehensive communications plan that incorporates media and press office, digital and social, content development and thought leadership. The post holder is required to provide specialist communication advice, expertise and guidance to the region's organisational leadership and wider communications function at both a strategic and operational level.

We're looking for a seasoned communications expert with significant experience of leading and delivering proactive and reactive external and internal communications, ideally within the healthcare or related industries. You will need strong experience in leading and managing communication plans utilising a multi-channel approach with a proven track record of establishing effective working relationships with key stakeholders across the full healthcare spectrum, including relevant media editors and journalists at national, regional, and local level.

You will collaborate and cooperate across the organisation by identifying synergies and interdependencies across related disciplines, e.g., Stakeholder Relations inside EIT Health and with our partner organisations.

Responsibilities and duties

External Communications (approx. 80%):

- Define, develop and deliver the hub Communication activities (strategic and tactical plan) targeting key external stakeholders (e.g., healthcare providers, payers, patient organisations, patients, citizens, etc.) aligned with the organisational communications strategy but reflecting local and regional organisational priorities.
- Suggest new approaches for communications planning and champion channel innovation and channel mix, including both traditional and social media, to maximise EIT Health content for both internal and external audiences.
- Manage and have strategic oversight of hub digital communications channels, including social media and hub website pages. Tasks will include social media and website content development, monitoring digital/social media environment and trends and applications to drive hub visibility and audience engagement and interaction.
- Identify and develop creative and compelling communications content and collateral that aims to showcase and promote the successes and impact of the relevant programmes and projects of EIT Health and the hub; partnering with other functions to ensure identification of appropriate communications milestones, results, achievements. Ensure alignment of messages, narrative, positioning.
- Define a local media relations strategy/active press office. Identify suitable topics and milestones to engage with media. Develop appropriate media materials such as key messages/press releases and distribute and pitch accordingly. Develop and maintain strong working relationships with key journalists in relevant regional outlets (consumer, health, financial, tech, trade, etc.).

- Act as deputy (to hub MD) media spokesperson for the organisation where necessary and develop and guide the external communication media skills of the regional EIT Health leadership team.
- Conduct daily media monitoring to assess and analyse the media environment to support strategic direction and report regularly to the central offices.
- Maximise the value of the EIT Health network and drive EIT Health thought leadership, working closely with relevant stakeholders to offer compelling insights, commentary and opinion that aims to drive debate, discussion and dialogue on key healthcare trends and topics.
- Provide communications support to appropriately disseminate EIT Health Think Tank outputs and activities, as well as relevant public affairs activity.
- Provide regular updates and participate in meetings as a member of the EIT Health Communications Team and regularly report to the EIT Health Central Office team. Share best practice, generate ideas/co-create.
- Recognise and leverage appropriate opportunities as they arise (such as national disease awareness days) to showcase EIT Health and its successes – share best practice with regional and central team colleagues.
- Maximise Central Office driven opportunities at the local level and seek to identify regional opportunities that have potential for multi-region and pan-EU benefit.
- Generate, develop and maintain a relevant and accurate regional corporate collateral portfolio, such as backgrounders, slide decks and videos. Gather content that is aligned with EIT Health's strategy.
- Provide appropriate support to the Ecosystem Leads in the promotion of portfolio events, programmes and opportunities (ie positioning/messages as needed).
- Collaborate with hub MD on other relevant communications activities in line with the overarching communications objectives.
- Continue to monitor, measure and refine external communication deliverables to ensure timely completion of deliverables, accuracy and effectiveness.
- Manage and oversee communications budget.

Internal Communications (approx. 20%):

- In close collaboration with the CO Internal Communications team, input into the Internal Communication plan at a strategic level, providing input in how to coordinate and align all partner (core and associate) communications focused on business cycle and operationally focused comms, as well as other opportunities to communicate with and engage partners in novel and creative ways.
- Support CO Internal Communications in execution of relevant activities that require input, knowledge and engagement of partnership at the regional level (e.g., New Partner showcasing Events).
- Actively promote the visibility of regional partners, through EIT Health and the wider network, always aligning with the organisation's goals and communications strategy.
- Work with local partners/ecosystem to identify opportunities for partner involvement in other related broader functional activities, i.e., thought leadership/expert commentary/media engagement, etc.
- Align with CO Internal Communications on any relevant employee communications relevant activities on a regional level.

Required Skills & Experiences

Education:

- Educated to degree level in a relevant subject.

Experience:

- Minimum 8 years' experience in a communications/public relations role with a comprehensive understanding of innovative communication methods, including leveraging and maximising traditional, digital and social media channels.
- Proven ability to design, develop and implement an integrated communications strategy using a range of channels – must be a natural and compelling “story teller”.
- Strong track record of influencing and building collaborative relationships with highly diverse healthcare stakeholders.
- Experience in/good knowledge of the healthcare/life sciences sector within Europe.
- Media relations experience, ideally with established relationships with relevant outlets and media targets; experience in media relations in a public policy context, such as working in a government body, European institution, trade association, business membership organisation, think tank or similar organisation is desirable.

Specific skills:

- Strong social media skills, including an understanding of the social/online audiences, creating content and engaging/growing community.
- Experience with event strategy, design and management is desirable.
- Excellent writing skills for communications content relevant for diverse audiences, recognising channel and format mix.
- Ability to navigate a complex organisational structure and operational processes of a growing organisation.
- Ability to convert scientific and/or technical concepts to simple and compelling content.
- The ability to demonstrate strategic and analytical thinking skills.
- High standard of quality in all communications output.
- Outstanding oral, written and presentation skills.
- Proficiency in both long-term strategic planning and impromptu on-deadline performance.
- Fluent English and German language skills, both oral and written.

Personal characteristics:

- Personal integrity, a high level of self-awareness and confidence.
- Exceptional interpersonal and communication skills, strong presentation skills, both oral and in writing and ability to present complex issues.
- Excellent analytical skills and ability to resolve problems.
- Proactive and well organized. Ability to perform effectively under pressure with excellent personal organization and time management.
- Ability to prioritise and manage a variety of tasks and to meet deadlines, both prescribed and self-imposed.
- High levels of resilience, flexibility and drive for results.
- Ability to work independently and as part of a team, as required.

- Innovative, dynamic, and resilient.
- Highly entrepreneurial attitude.
- An open and positive attitude to working in a constantly changing environment.

Other relevant criteria

- Located in Germany or Switzerland, preferably at the CLC office in Munich. Should be prepared to travel within relevant region and throughout Europe on a regular basis.

What we offer

- The Communications Lead role is a full-time position (1 FTE), with regular travel – primarily in Europe.
- 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 improving the lives of patients and citizens.
- Dynamic, flexible, and enjoyable working environment.
- Familiar and trustworthy atmosphere within an international and dynamic team.
- A competitive salary and benefits package.
- Partial work from home possible.

Application process

- EIT Health applies a policy of equal opportunities and accepts applications without discrimination on any grounds
- Applications should consist of a cover letter and a curriculum vitae.
- Please include the following in the cover letter: introduction, your motivations for applying for the position, your earliest start date, and your salary expectations.
- [Apply via our Careerpage.](#)
- The selected candidate is expected to commence duties as soon as possible. Please indicate your earliest possible entry date as well as salary expectations. The position will remain opened until filled.

For more information visit: www.eithealth.eu