

## Communications & Public Affairs Lead, EIT Health Ireland-UK

**1.0 FTE: 40 hours per week**

**Salary: Depending on experience**

**Benefits: 6% employer pension contribution; 25 days holidays**

**Location: Dublin (preference), Ireland**

**Reports to: MD EIT Health Ireland-UK; External Affairs Director Europe, EIT Health**

**Works with: EIT Health Ireland-UK Team, EIT Health European Communications and Public Affairs Team, Industry, Academic and Public Affairs key stakeholders and partners**

EIT Health is the largest healthcare innovation partnership network in Europe, funded by the European Union.

We aim to be Europe's leading innovation platform by 2030. Our goals are to:

- Strengthen healthcare systems in Europe
- Promoting the better health of citizens
- Cocontributing to a sustainable health economy in Europe

### **PURPOSE OF THE ROLE**

EIT Health's Communication and Public Affairs Lead will be responsible for supporting EIT Health's presence and growth in Ireland and the UK aligned to its strategic agenda.

You will do this by developing and implementing a strategic and multi-channel regional communications and events plan that targets diverse audiences and stakeholders, and developing relations with key decision makers at local, regional and national level.

We're looking for a communication's expert with significant experience in leading and producing external communications, ideally within healthcare or related industries. You will have a proven track record in leading and managing communications with a multi channel approach and a proven track record of developing and managing effective working relationships with key stakeholders across the ecosystem and with relevant media editors and journalists at regional and national level.

In this role, you will work collaboratively and cross functionally with the Regional Hub Teams in Ireland-UK and across Europe. You will be part of the European Communications team supporting the development of the European Communications and External Affairs strategy and its implementation in the Ireland-UK Regional Innovation Hub.



This is a key role in the organization with a high level of visibility, and requires resiliency, flexibility, and a drive for results.

## MAIN RESPONSIBILITIES

As the Communications and Public Affairs Lead you will:

- Define and develop the Communications and Public Affairs plan of the Ireland-UK regional hub aligned to the European Communications and Public Affairs strategic plan.
- 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.
  - Have overall responsibility for the social media accounts, websites and any other local channels, ensuring high quality at all times.
- Develop and execute the regional hub's events calendar with EIT Health events and the co-development of events with strategic partners and key stakeholders in the ecosystem.
- You will maximise the value of the EIT Health network and EIT Health thought leadership through Regional Hub events and webinars, offering compelling insights, and commentary, which aims to drive discussion and dialogue on key healthcare trends and topics.
- Developing and maintaining strong working relationships with key journalists regionally and nationally in Ireland and the UK.
- You will act as a spokesperson for the organisation where necessary as well as supporting, developing and guiding the external communication media skills of the regional EIT Health leadership team.
- Conduct daily media monitoring and provide regular reporting and updates to the Regional Hub and European Communications team, including the key activities, and market insights and trends in the regional and national media environments.
- Define and develop creative and compelling communications content and collateral that aims to showcase and promote the success and impact of the relevant programmes and projects of EIT Health partnering with other functions to ensure identification of appropriate communications milestones and alignment of key messages and narratives.
- Promote the work, events, programmes and opportunities provided by EIT Health through selected communication channels, targeting identified audiences.
- Actively promote the visibility of regional partners, through EIT Health and the wider network aligned to EIT Health Regional Hub and European strategy.



- Develop and maintain a relevant and accurate regional asset collateral portfolio, such press releases, fact sheets, backgrounds, slide decks and videos, including content that is aligned with EIT Health strategy.

#### **THE POST HOLDER:**

#### **Skills & Experience Requirements**

#### **This is a busy role. The following is required in order to be successful in the role**

- 5 years experience in a communications/public relations role with a comprehensive understanding of innovative communication methods, including leveraging and maximizing traditional, digital and social media channels.
- Proven ability to design, develop and implement an integrated communications strategy using a range of channels
- Excellent writing skills for communications content relevant for diverse audiences, recognising channel and format mix.
- Media relations experience.
- Experienced in developing communications and social media collateral using communications software and platforms such as Wordpress, Canva, Survey monkey etc..
- Excellent Microsoft Office skills, specifically in powerpoint to interpret and present communications to c-suite level presentation deck standard.
- Experienced in designing and developing regional hub events and webinars
- Experienced and comfortable in developing and managing relationships with key stakeholders internally and externally at all levels and organisations – Public and Private
- Experience in supporting and developing strategic planning
- Experience in Programme or Project management.
- Ability to work on your own initiative, with a high level of autonomy, collaboratively, and cross-functionally across multiple teams.
- Analytical and able to resolve problems.
- Is results focused, action orientated, and knows how to juggle and progress multiple initiatives, whilst knowing how to prioritise key initiatives to meet the timelines set and manage stakeholder expectations related to these.
- Display professional levels of confidentiality and political savvy.

#### **EDUCATION/QUALIFICATIONS**

- Relevant academic degree or higher in a relevant discipline and equivalent professional experience/qualifications.



**DESIREABLE CRITERIA**

- Good understanding of Irish, UK, and European Health innovation environment
- Experience in media relations in a public policy context
- Scientific/medical literacy

To apply, please send your CV via the job posting on LinkedIn.

