

Role: Communications & Media Lead

Responsible to	Head of Programmes & Engagement
Working pattern	3 days per week. Primarily home-based, with a mixture of weekly online meetings & monthly meetings in-person (depending on access requirements).
Salary level	Circa £36,000 a year (pro rata) negotiable, fixed term 3 years
Key working relationships	The Communications & Media Lead role is a key part of a small, dynamic and busy Secretariat. Key relationships will be with our Members, our Executive Group, funders, press, media and a wide range of external stakeholder comms & media.

About use MY data

use MY data is unique. We are the only UK independent movement of patients, relatives and carers focussed on the use of patient data to save lives and improve outcomes.

Our vision is of every patient willingly giving their data to help others, knowing that effective safeguards to maintain the confidentiality and anonymity of their data are applied consistently, transparently and rigorously.

Our Members - patients, relatives and carers who want their patient data to be used for societal benefit - set our agenda and work programme.

Our current governance model and ways of working - a patient movement led by patients and supported by the Secretariat - is fundamental. As far as we are aware it is unique, and it is something that our Executive Group and Members value highly.

Our independent voice is at the core of why use MY data has operated effectively and been hugely impactful, despite its modest resources. Retaining this independence is crucial.

About this role

This is a new role and a key part of our expansion. The role provides a fantastic opportunity for an enthusiastic person to develop and make their own mark, as part of a small and dynamic Secretariat.

As well as being part of the Secretariat team, you will have significant scope to develop the role yourself and will have large degrees of autonomy. The role provides a rare and exciting opportunity for the right person to create and develop the role and transform the communications and media capacity of use MY data.

This is primarily a home-based role. Currently, the Secretariat meetings and the Executive Group & Secretariat meetings (which you will be required to attend) are via a mixture of online and in-person meetings (with the majority online).

As much flexibility as possible will be given to your needs around this in terms of access, location, travel requirements and this can be discussed upon application to the role. The post includes a good annual leave entitlement.

Job Profile

The Communications & Media Lead is a crucial new role within use MY data's Secretariat. You will lead and deliver an effective and competent communications and media service and be instrumental in enabling the voices of our Members to be heard and used, widely.

You will work with other stakeholder communications officers, designers, heads of campaigns and web and digital media officers, as well as our Secretariat and Executive Group.

You will be the first point of contact for media enquiries and expected to proactively lead on media campaigns. You will be confident in managing social media channels, which we use as a central part of our internal and external communications.

You must be able to work autonomously in a fast-paced environment. You will need to work proactively and have a can-do attitude.

You will need to be creative and able to transform often complex content into something easy to understand. This will include managing the website content.

As well as supporting and driving key campaigns internally and externally, you must be able to measure and demonstrate outcomes for your actions.

With excellent writing skills, you will need to turn your hand to writing real-life articles with our Members and gripping copy for our weekly e-newsletter for the Membership.

You will play a significant role in coordinating the production our Position Statements and Calls to Action, working closely with other members of the Secretariat, Executive Group and the Members.

Key Duties and Responsibilities

Proactively lead on communications for use MY data.

Lead on media campaigns and respond to media enquiries.

Manage use MY data's social media, lead on blogs, vox pops and developing our case study library.

Lead a campaign to increase use MY data's Membership, across the UK.

Work with other Secretariat members, to manage use MY data's programme of internal and external events.

Person specification

Knowledge and Experience	Experience of planning and delivering communications campaigns	Essential
	Experience of producing communications in a range of formats for different audiences	Essential
	Experience of, and confidence with, liaising with the media	Essential
	Experience in planning and leading a social media campaign	Desirable
	Experience of coordinating internal and external events.	Desirable
	Experience of managing projects and undertaking evaluation.	Desirable
	Experience of website content maintenance and coordination.	Desirable
	Understanding of patient data and the value of patient engagement and involvement	Desirable
Key skills	Sound judgement and logical approach to complex situations, with ability to determine and implement solutions.	Essential
	Excellent written and verbal communication skills.	Essential
	Excellent inter-personal skills and the ability to communicate and work effectively with a wide range of people	Essential
	Good level of keyboard skills and able to use Microsoft Office programmes with a high standard of presentation and accuracy	Essential
	Ability to work effectively as part of a team.	Essential
	Able to work on own initiative and unsupervised, organising and prioritising own workload.	Essential
	Have a flexible/adaptable approach to their work in order to meet various deadlines.	Essential
	An ability to maintain confidentiality and trust	Essential

**The only independent UK movement of patients, relatives and carers
focussed on the use of patient data to save lives and improve outcomes**

Our vision

Our vision is of every patient willingly giving their data to help others, knowing that effective safeguards to maintain the confidentiality and anonymity of their data are applied consistently, transparently and rigorously.

Our mission statement

- **use MY data** is a movement of patients, carers and relatives.
- **use MY data** endeavours to highlight the many benefits that appropriate usage of healthcare data can make, to save lives and improve care for all.
- **use MY data** supports and promotes the protection of individual choice, freedom and privacy in the sharing of healthcare data to improve patient treatments and outcomes.
- **use MY data** aims to educate and harness the patient voice to understand aspirations and concerns around the use of data in healthcare delivery, in service improvement and in research, aimed at improving patient decision making, treatment and experience.

What we do

- We promote the benefits of collecting and using patient data to improve patient outcomes with sensible safeguards against misuse.
- We work to bring a patient voice to all conversations about patient data.
- We have developed the Patient Data Citation, which acknowledges that patients are the source of the data. Details are available [here](#).
- We act as a sounding board for patient concerns and aspirations over the sharing and using of data in healthcare and health research.
- We provide learning resources for patient advocates on patient data issues, including:
 - Hosting events for patients and the public, focussing on patient data topics
 - a library of resources of data security, consent
 - narratives from individuals about the value of collecting and using patient data.
- We advocate public policy that supports the effective use of patient data within appropriate frameworks of consent, security and privacy, and with the aim of providing benefit to patients and their health care services.