

EIT Health Germany – Job Description

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| Job Title: | Communications Lead EIT Health Germany |
| Salary Range: | TVöD - Level E13 |
| Location: | Mannheim, Germany |
| Accounting to: | Managing Director EIT Health Germany |
| Key Working Relationships: | <p><i>Internal (EIT Health Germany):</i> Managing Director, CLC partners, Innovation/Education/Business Creation Managers, Operational Staff, and Supervisory Board</p> <p><i>Internal (EIT Health e.V.):</i> Director of External Affairs, Head of Communications (functional reporting line), Members of the Communications & Public Affairs Groups</p> <p><i>External:</i> Stakeholders of the German national and regional health innovation ecosystems including national funding bodies, policy-makers, health insurers, healthcare providers, and patient organisations as relevant; Press and Media</p> |
| Contract: | Full-time, permanent (<i>Probation period: six months</i>) |
| Application Deadline: | 30th October 2018, C.O.B. (<i>instructions further below</i>) |
| Interviews: | 15 th November 2018 (Mannheim, Germany) |



About EIT Health

EIT Health is a network of best-in-class health innovators backed by the EU. We collaborate across borders to deliver new solutions that can enable European citizens to live longer, healthier lives.

As Europeans tackle the challenge of increasing chronic diseases and multi-morbidity, and seek to realise the opportunities that technology offers to move beyond conventional approaches to treatment, prevention and healthy lifestyles, we need thought leaders, innovators, and efficient ways to bring innovative healthcare solutions to market.

EIT Health addresses these needs. We connect all relevant healthcare players across European borders – making sure to include all sides of the “knowledge triangle”, so that innovation can happen at the intersection of research, education and business for the benefit of citizens.

EIT Health maintains a regional structure that stretches across Europe, with six co-location centres (CLCs) in cities that have high innovation ratings and feature clusters of innovative firms, universities and research centres. With its headquarters in Munich, Germany, EIT Health has established CLCs in six regions, UK/Ireland, Scandinavia, Spain, France, Germany/Switzerland, and Belgium/Netherlands. With the aim of leveraging diversity and driving the potential of emerging innovation clusters, EIT Health has also added the “EIT Health InnoStars” in six countries: Croatia, Hungary, Italy, Poland, Portugal and Wales (UK).

EIT Health is a Knowledge and Innovation Community established by the European Institute of Innovation and Technology (EIT), a body of the European Union.

EIT Health: Together for Healthy Lives in Europe.

For more information visit: <http://www.eithealth.eu/>

About EIT Health Germany

As one of six co-location centres (CLCs) of EIT Health, EIT Health Germany brings together 29 EIT Health partners from Germany and Switzerland to support innovators and entrepreneurs in the D.A.CH. region and to promote healthcare innovation through matchmaking, training and mentoring, access to funding, and an ambitious schedule of international gatherings.

This highly engaged partnership, comprising many leaders in their fields, benefits from EIT Health’s unique collaborative environment comprising scientific conferences, workshops and training opportunities, as they work together to promote health innovation.

The partnership presently includes: 14 strong industrial partners (selected from internationally recognized pharma, medtech, diagnostics and IT companies), which is the largest group of industrial partners amongst all of EIT Health’s regional nodes; 11 excellent academic and research partners including four of Europe’s top 10 most innovative universities as well as Europe’s leading society for applied sciences (Fraunhofer Society); three leading life science clusters acting as regional multipliers; and one mutual healthcare insurance - closing the loop from innovation to market.



Through its network of prestigious German/Swiss partners, affiliated organisations, clusters and regional collaborators EIT Health Germany has strong connections to the investor community and start-up scene in Germany and Switzerland. It has access to more than 550 SMEs in all health-related sectors with a major strength being its pool of biotech and pharma start-ups. The Ministry for Science, Research and the Arts of Baden-Württemberg is a major sponsor, and provides political connections to state and national governments. EIT Health Germany brings together its partners and the rest of the world.

EIT Health Germany operates two offices in the innovation hubs of Mannheim and Heidelberg. With its locations on Roche Diagnostic's open campus (Mannheim) and University of Heidelberg's interdisciplinary Marsilius-Kolleg (Heidelberg), respectively, it forms a corner stone of the incredibly active life sciences and biotech sector in this region of Baden-Württemberg, Germany.

For more information visit: <https://www.eithealth.eu/clc-germany>

About the Role

The EIT Health Germany Communications Lead will be responsible for developing and implementing an effective, strategically driven, proactive and reactive multi-channel communication plan targeting diverse audiences and stakeholders to support EIT Health's Strategic Agenda locally, nationally and at EU-Level.

This is an exciting time to join the team at EIT Health as it 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 regional healthcare ecosystem.

The post holder reports directly to the EIT Health Germany Managing Director with a functional (dotted) reporting line to the EIT Health Head of Communications. The post holder is required to provide specialist communication advice, expertise and guidance to the CLC Leadership and wider communications function within EIT Health at both a strategic and operational level.

Main Responsibilities

- Define and develop Communication activities targeting key external stakeholders (healthcare providers, payers, patient organisations, patients, citizens, etc.)
- Suggest new approaches to 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
 - Managing the CLC social media accounts, monitoring trends in social media tools, applications, channels to ensure CLC visibility, in alignment with the central social media strategy and guidelines
- Working closely with relevant stakeholders, you will maximise the use of internal research and thought leadership to offer compelling insights, commentary and opinion that aims to drive debate, discussion and dialogue on key healthcare trends and topics



- Developing and maintaining strong working relationships with key journalists in relevant regional outlets (health, financial, tech, trade etc) will be key. You will act as a spokesperson for the CLC where necessary as well as supporting, developing and guiding the external communication media skills of the CLC leadership
 - Conduct daily media monitoring to assess and analyse the media environment to support strategic direction and planning
- Identify 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 and the CLC
- Promote the work, events, programmes and opportunities provided by EIT Health and the CLC through selected communication channels, targeting identified audiences (e.g. partners of the CLC, key decision makers in the CLC regions young talents and innovators, start-up's)
- Actively promote the visibility of regional Partners, through EIT Health and the wider network
- Partnering with other functions to ensure identification of appropriate communications milestones, tight alignment of messages and narratives
- Provide regular updates as a member of the EIT Health Communications Team and regular reporting to EIT Health Head of Communications. Participating in international Communications activities, as required.
- Generate, develop and maintain a relevant and accurate regional asset collateral portfolio, including press releases, fact sheets, backgrounders, slide decks and videos. Gather content that is aligned with EIT Health strategy
- Support the organisation, execution and promotion of events
- Continue to monitor, measure and refine external communication deliverables to ensure timely completion of deliverables, accuracy and effectiveness
- Contribute to EIT Health Central Communication strategy and processes, representing the CLC at meetings and in Central Communications activities.

About You

We're looking for a communications expert with significant experience of leading and producing proactive and reactive external communications ideally within the healthcare or related industries. You will need strong experience in leading and managing communications 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 both a regional and local level. You will support collaboration and communication across the organisation by identifying synergies and interdependencies across related disciplines, eg, public affairs, project management and activity leaders inside EIT Health and with our partner organisations. This is a challenging and highly visible role that will require high levels of resilience, flexibility and drive for results.



Essential criteria

- Educated to degree level in a relevant subject
- Over 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
 - Strong social media skills – including managing regional accounts, creating content and growing / managing and online community.
- 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
- Strong track record of influencing and building collaborative relationships with highly diverse healthcare stakeholders
- Ability to navigate a highly complex organisational structure and operational processes of a growing organisation
- Ability to convert scientific and/or technical concepts to simple and compelling content
- Ability to demonstrate strategic and analytical thinking skills
- High standard of quality in all communications output
- Outstanding oral and written presentation skills
- Proficiency in both long-term strategic planning and impromptu on-deadline performance
- Fluent English language skills, both oral and written, as well as the official language(s) of the region (German)

Desirable criteria

- Experience in / good knowledge of the healthcare sector within Europe, Germany, Switzerland, Austria
- Scientific/medical literacy
- Experience in media relations in a public policy context such as working in a government body, trade association, business membership organisation, think tank or similar
- Knowledge and understanding of the 'knowledge triangle' as lived within EIT KICs, i.e., the intersection between education, research and business creation sector, and/or knowledge and understanding of EU innovation and research funding instruments (e.g., H2020, SME instrument, ...)



- Experience in event management
- High level of proficiency in graphic design (e.g., Adobe Creative Cloud), website design (e.g., Dreamweaver, WordPress), and SEO/SEM tools considered an advantage
- Proficiency in (an)other language(s) spoken within EIT Health (Spanish, French, Italian, Swedish, Dutch, Flemish, Polish, Portuguese, Hungarian, Danish, ...)

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 bettering the lives of patients and citizens
- Familiar atmosphere within a dynamic team
- A competitive salary in line with TVÖD (Level E13), annual bonus payments, generous employer financed pension contributions (bAV & VWL) , generous leave allowance (30 days) and attractive benefits package (job ticket, meal vouchers, Bahncard, ...)
- Learning and development programme for staff

Notes:

The official working language of EIT Health and its Co-Location Centres is English. Staff for this particular post as Communications Lead EIT Health Germany also need to be fluent in German. The post will be based in Mannheim, Germany.

How to apply:

Applications shall comprise a full curriculum vitae and a cover letter describing briefly how you meet the above criteria indicated in the person specification and outlining your interest in and vision for the role. Please indicate your earliest possible entry date as well as your current salary. The selected candidate is expected to commence duties as soon as possible.

Applications shall be submitted via e-mail to sigrid.koller@eithealth.eu with the subject line **[Application – Communication Lead EIT Health Germany]**, by 30th October 2018 C.O.B.

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