
ABOUT THET

Today, one billion people will never see a qualified health worker in their lives. We are working to change this. THET has a vision of a world where everyone, everywhere has access to quality healthcare. We achieve this by training and educating health workers in low-and middle-income countries (LMICs) in Africa and Asia, working in partnership with organisations and volunteers from across the UK. We are best-known for our Health Partnership approach; a model for improving health services by linking hospitals, clinics and health centres in the UK with their counterparts overseas.

PROJECT BACKGROUND

As an organisation, THET is committed to the effective dissemination of information to partners, stakeholders and the wider global health sector. We recognise that external communications help us to: achieve our overall organisational objectives; engage effectively with stakeholders; demonstrate the success of our work and that of our partners; ensure our audience understand what we do; change behaviour and perceptions where necessary; and provide a platform for the health workers who are at the centre of what we do.

In working towards the above we support partners through strategic partnerships to ensure their communications are effective and authentic to a global healthcare audience. As such this programme of work sees us leading the development of a global communications strategy for a key strategic partner. The partner works within the NHS to ensure the health workforce is supported and encouraged to pursue global learning and engagement through training programmes, overseas placements and virtual opportunities.

AIM

The Communications Strategy Consultant will develop a Global Communications Strategy and a more effective approach to disseminating our Strategic Partner's work so that it is easily understandable and appeals to a range of audiences that we are targeting. Specifically, the consultant will assess the partner's current position in the sector, develop a strategy to reposition the global directorate, and develop appropriate message strategies including the use of visual and other media to drive positioning.

OBJECTIVES

- Enhance the organisation's position within the broader global health sector and NHS landscape.
- Ensure an appealing and comprehensive understanding of the work the organisation does for the range of audiences and partners they work with.
- Clearly differentiate the organisation's work and migrate them to a position of sector leadership.

DELIVERABLES SUPPORTED BY THET STAFF

Communications Review

- Conduct a holistic, integrated snapshot of the organisation's position in the sector, taking into account our target audience groups.

Positioning Strategy

- Develop a positioning strategy.
- Develop a focused repositioning strategy to help them position as the credible, authoritative, trusted leader in this area.

Communications Strategy

- Craft the messaging and story line to effectively communicate their work using different forms of communication.
- Conceptualize formal and informal messages that distinguish them from their competitors.
- Determine appropriate messaging for various multi-media channels such as print, web, and social platforms.
- Develop effective go-to-market message strategies that drive positioning and help position them as the lead organization to drive accountable and performance driven solutions and decision making in their sector.

REQUIREMENTS OF CONSULTANT

- Demonstrated experience in messaging and branding using creative methods and multimedia channels.
- Creative thinker and story teller experienced in helping organisations improve their branding/positioning in the market.
- 5+ years' experience working in organisational positioning and/or branding role.
- Experience advising organisations with stakeholders that have an international presence.
- Proactive self-starter with the ability to work independently, set priorities, solve problems, and be resourceful under pressure.
- Understanding of the healthcare sector and knowledge of the NHS and its structure is desirable.

REMUNERATION AND TIMESCALE

The maximum budget available for this project of work is £6,000. All Expressions of Interest will be considered through a value for money lens. Ideally the consultant would be available to start by 6th September. The deadline for project completion is 1st December 2021.

APPLICATION DETAILS

Interested candidates should apply by submitting an Expression of Interest (EOI), outlining their proposed approach to the project, confirmation of timelines and a breakdown of fees. Applications will be assessed on a rolling basis.

EOIs should be submitted to charlotte.ashton@thet.org no later than midnight on **31st August 2021**.