



Candidate Pack for Governor (Strategic Communications)

Welcome

Dear Applicant,

As an independent charity committed to bringing about better health and health care for people in the UK, we shine a light on how to make successful change happen across the UK's public health and health care systems.



We give grants to those working at the front line and carry out a significant amount of research and policy analysis. Our aspiration is to use what we know works on the ground to inform effective policymaking and vice versa. Through sharing what we learn, collaborating with others and building people's skills and knowledge, we aim to make a difference and contribute to a healthier population.

We have three external facing strategic priorities: improving people's health and reducing health inequalities; supporting radical innovation and improvement in health and care services; and providing evidence and analysis to improve health and care policy.

Our Board is now seeking an exceptional Governor; someone who shares our goal of better health and care for people in the UK and who wishes to provide insight and challenge towards the strategic direction of the Foundation. You will add to the Board's current collective expertise and perspective through your own specialism in strategic communications, combined with a depth of knowledge of the policy and politics of health care systems.

As an established communications expert, and with a ready-made profile in your field, you will bring an outstanding reputation for insight and influence, for shaping the national conversation and ultimately driving change.

All of our governors demonstrate an open and engaging communication style, with an attention to detail and willingness to work alongside other members of the board and committees in pursuing our shared objectives.

This is a particularly rewarding time to join us. Your personal contribution will help shape the future of health across the nation. If you believe you can demonstrate the experience, skills, and attributes we are looking for, I very much look forward to hearing from you.

Sir Hugh Taylor
Chair of the Board of Governors



About the Health Foundation

We are an independent charity committed to bringing about better health and care for people in the UK. We employ around 260 people, with offices in Blackfriars, Central London.

Our aim is a healthier population and reduced health inequalities, supported by high quality health care that can be equitably accessed. We learn what works to make people's lives healthier and improve the health and social care system. From giving grants to those working at the front line, to carrying out research and policy analysis, The Foundation shines a light on how to make successful change happen.

The Health Foundation makes links between the knowledge gained from working with those improving population health and improving health and social care and their research and analysis. The aspiration is to create a virtuous circle, using what they know works on the ground to inform effective policymaking and vice versa.

The Health Foundation believes good health and health care are key to a flourishing society. Through sharing learning, collaborating with others, and building people's skills and knowledge, we aim to make a difference and contribute to a healthier population in the UK.

We enjoy a high national profile and often feature in the media. Our board comprises 12 governors, chaired by Sir Hugh Taylor; our committees cover Audit, Remuneration and Governance, and Investment.

Read more

Read more about our organisation [here](#).

Our current strategy is published [here](#).

More information about our Governor team can be found [here](#).



About the Role

The Board of Governors is responsible for ensuring that the charity delivers its work for the benefit of the public. The postholder in this role would be expected to contribute to the strategic direction of the charity and the candidate would need to demonstrate empathy with the charity's mission.

The Foundation has three external facing strategic priorities:

- Improving people's health and reducing inequalities
- Supporting radical innovation and improvement in health and care
- Providing evidence and analysis to improve health and care policy

Cutting across all our work is a commitment to increase public participation in our work, improve equity, diversity and inclusion and tackle avoidable inequality. We are also committed to achieving net zero by reducing our carbon imprint.

We are now seeking to appoint a governor who can add to the Board's expertise particularly in the area of strategic communications and how we can create greater impact, relevance, and responsiveness in our work, with the public and with policy makers.

We recognise there are huge challenges for health and care systems across the world, with demand outstripping supply, including chronic labour shortages. These are turbulent times with unprecedented pressures and undercurrents of uncertainty.

Public support for the principles of the NHS remains high within the UK population, despite a decline in satisfaction with the services.

To sustain a health system committed to equal access for equal need, like the NHS, there needs to be a fundamental change in the way that care is delivered given the technological opportunities ahead that will improve quality of care, in particular digital health. NHS staff, patients and the public will need to be supported through this inevitable change. There also needs to be greater recognition among policymakers of the value of health for individuals and society, and this needs underpinning by greater investment and focus on the factors that shape our health.

Good population health is a precious national asset and is vital in supporting economic growth and fuelling prosperity. To be sustainable, our health system needs long term, cross government action to improve health and wellbeing. Our healthy lives strategy will change the narrative about what shapes our health in the UK and we will mobilise action through our multi-sector partnerships and collaborative networks.

We are looking for a governor with significant experience and profile in strategic communications to inform our approach and enhance our impact. We have a long history in creating events and producing publications for the public and professional communities providing consultation responses, podcasts, webinars, infographics, toolkits, newsletters and more.

Examples of our work in the field can be found here <https://www.health.org.uk/publications>

We also fund two large assets: the Health Improvement Studies (THIS) Institute at the University of Cambridge; and the nearly 5000 strong Q community which seeks to build capacity to improve care across the UK.

Role Description

Role: Governor (trustee) with recent and relevant senior experience of developing strategic communication campaigns which shift the narrative and create change.

Accountable to: Chair of Governors

Governors, in their role as trustees of the Foundation, have and must accept ultimate responsibility for the affairs of the Foundation, ensuring that it is well-run, efficient, operating in accordance with all relevant laws and regulations, financially stable and sustainable and delivering the charitable outcomes for the benefit of the public for which it has been set up. They have a number of duties which they must exercise.

Role and responsibilities of Governors

- Contribute actively to the Board's role in giving strategic direction to the charity, setting overall policy, defining goals, setting targets, and evaluating performance against agreed objectives and targets.
- Use their specific skills, knowledge, experience, and perspectives to help the Board reach sound decisions.
- Ensure the charitable objectives of the Foundation are carried out for the public benefit in compliance with Charity Commission guidance.
- Act as a positive Ambassador for the work of the Foundation, both internally across our organisation and externally through networks and partners.
- Safeguard the assets of the Foundation and ensure that the major risks to which the charity is exposed are identified and reviewed regularly with systems in place to mitigate or minimise these.
- Commit to giving a minimum of nine full working days per annum for Foundation work (including preparation time for meetings of the Board, its committees and any other sub-groups that may be formed from time to time).
- Stay informed of our work and matters relating to the work of the Foundation; prepare well for meetings and take an active and engaged role in discussions.
- Willing to chair or participate in Board committees and / or sub-groups.
- Demonstrate an ongoing commitment to the charity, acting in its best interests at all times.
- Volunteer for and willingly accept opportunities to further own understanding of the Foundation's work.
- Comply with the policies of the charity.
- Seek to resolve any concerns about the performance of the Board, its compliance with its governing documents and / or the welfare of the Foundation.



Person Specification

The successful candidate is expected to bring the following:

Essential skills, experience and attributes

- The following experience is **essential** for this appointment: leadership in the development and delivery of successful strategic communications campaigns that engage individuals and influencers, shift perception and effect change.
- Interest in and insight into the main issues for improving population health, the health care system in the UK and bringing clarity of communication to such complex issues.
- The personal presence and authority to engage in debate with learned colleagues on the board outside their area of expertise, be able to listen, contribute and accept the principle of collective responsibility.
- Highly effective communication and interpersonal skills.
- Maturity of judgement.
- Ability to exercise diversity in thought and behaviour through leading by example.
- Empathy with the mission to bring about better health and health care for people in the UK and reduce inequalities in health.
- A supportive team player.

Desirable skills and experience

- An open and engaging communication style with an attention to detail and a willingness to work alongside other members of the board and committees in pursuing shared objectives.
- Previous experience working on improving diversity and inclusion.
- Experience at board level, and of board committees.



Terms of appointment

Remuneration

This appointment is offered on a pro bono basis.

Time Commitment

This role might expect to commit the equivalent of 9-10 days per annum (including preparation time). There are four board meetings each year. All papers are provided electronically one week in advance. Each governor is asked to join a committee or sponsor an initiative, equivalent to another 4-6 meetings a year.

Appointment length

We would like the successful candidate to take up the post from July 2024, for a term lasting five years. Terms may then be extended for a further four years.

Induction and onboarding

All governors are offered a full induction programme when they join.



How to apply

We hope you will consider making an application to become a Governor. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact Hilary Clifford at Hilary.clifford@starfishsearch.com and we will be happy to arrange a call.

To make a formal expression of interest, please go to <https://starfishsearch.com/jobs/thf-gov-strat-comm/> and click on the apply now button, with the following prepared:

- a CV (no more than three sides) or equivalent biographical information.
- a short covering letter that explains your motivation and availability for the role and explains any potential conflicts of interest.

If you have a disability and identify any barriers in the role description or person specification, please tell us.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Closing date is **Friday 8th March 2024**

Selection Dates

Closing date	Friday 8th March 2024
Selected candidates notified of longlist decision	By 18th March 2024
First stage discussions for selected candidates and Starfish Search	w/c 25th March 2024
Agreement of the shortlist	w/c 8th April 2024
Informal conversations as required	Following agreement of shortlist
Final interviews	w/c 29th April 2024

Forward meeting dates for the Board in 2024

Board meetings

- 10th July, Board dinner, (from 18.30, central London)
- 11th July 10.00 to 16.00 in person, London
- 7th November 10.00 to 16.00 in person, London

All board meetings are held in person at The Health Foundation offices.

Committees

- Audit committee: 30th September (hybrid)
- Investment committee: 5th September, 28th November 15.00 to 17.15, (hybrid)
- Remuneration and governance committee: 7 October, 10.00 to 13.00 (via MS teams)

All the committees have the option to take part via teams and for anyone attending in person – meetings are held at The Health Foundation offices.