

Job Description & Person Specification

Job Description

Job title:	Marketing and New Business Lead
Reports to:	Chief Executive
Salary:	£41,000 (£32,800 pro rata)
Hours:	Part time, 30 hours per week worked flexibly Occasional evening and weekend work may be required.
Location:	Office based, with occasional travel across our areas
Contract:	Permanent (subject to funding)
Annual leave:	25 days pa (pro rata) and public holidays
Pension:	Contributory pension scheme (employer contribution 7% & employee contribution 5%)
DBS:	The successful candidate will need to undergo a Disclosure and Barring check

About us

Evolving Communities

Evolving Communities (EC) is a Community Interest Company that helps local people and organisations shape the way health and social care services are run in their communities. We provide bespoke consultancy services, specialising in evaluation and public and stakeholder engagement, as well as managing and supporting the work of independent health and social care champions Healthwatch Dorset and Healthwatch Wolverhampton, and hosting and supporting Maternity and Neonatal Voice Partnerships across Bristol, South Gloucestershire and North Somerset (BNSSG), Cornwall and the Isles of Scilly, Devon, Dorset, Gloucestershire and Somerset.

Background

In 2025 the Government announced that they are changing how people can share their views on health and care in the future.

Following a national review of the NHS, patient safety and patient experience, led by Doctor Penny Dash, the Government said they accepted all of the recommendations made in the report which included abolishing Healthwatch England and local Healthwatch. They said that Healthwatch functions would move to local NHS Board and Local Authorities.

To abolish Healthwatch the law must change. A new bill is passing through parliament now and is expected to be approved and enacted early next year. It is likely that Healthwatch will cease to exist after March 2027.

Evolving Communities and other organisations and commentators have stressed the importance of making sure people continue to have an independent way to share their experiences and influence improvements in care. Our Healthwatch teams are embedded within the communities they work, have trusted relationships with local people, leaders

and decision-makers and work tirelessly to ensure the voices of those they serve are heard, listened to and acted upon.

As an independent organisation who champions the voices of all communities ensuring they are used to influence services and development we remain hopeful that something exists after Healthwatch. We are working hard to develop an alternative model that will ensure people are able to share the experiences independently.

About the role

This new role will support the delivery of a new 2-year strategic plan by working to raise the profile and brand awareness of Evolving Communities, so that organisations who have responsibility for listening to their patients, service users and members of their communities have the option to commission us to provide this function independently on their behalf.

The Marketing and New Business Lead will develop and deliver strategies to successfully reach new business opportunities. You will develop an ongoing and strong understanding of the company's services and the market and competition within our sector becoming an Ambassador for Evolving Communities.

This will involve developing and maintaining relationships with new clients, gauging their needs and developing proposals to address these needs, and leading a team of external consultants who will support the delivery of these new business opportunities.

You will use innovative and creative ways to promote the company and its services using a variety of techniques. You will have a strong track record supporting marketing and business development, experience of working with a variety of stakeholders, and a good understanding of patient and public involvement and coproduction.

Team working

You will work as part of a small team which provides support and oversight to our contracted local Healthwatch and MNVP teams. You will need to be flexible and adaptable to deliver our business. You will be line managed by the Chief Executive.

Main duties and responsibilities

- Raise the profile of Evolving Communities as a trusted provider of independent engagement, insight, evaluation and patient voice services.
- Promote EC's services to public bodies, including NHS organisations, local authorities, ICBs, public health teams and voluntary sector partners.
- Develop clear marketing materials, case studies and service propositions that demonstrate the value and impact of EC's work.
- Lead targeted outreach to commissioners and partners to generate new business opportunities to support growth, attending conferences and events to build relationships whilst staying up to date with new trends.
- Work with the Communications Lead to deliver campaigns that strengthen EC's visibility, credibility and reputation.
- Use insight, evidence and impact data to support pitches, proposals and funding applications.
- Build and maintain a pipeline of potential clients and opportunities, ensuring timely follow-up.

- Identify grant funded opportunities and prepare funding applications to support business growth and sustainability, whilst monitoring market trend and competitor activity to inform development strategies.
- Work collaboratively with the Chief Operating Officers to achieve set targets and KPIs linked to strategic plans.

Standard responsibilities for all staff

- To be an ambassador for Evolving Communities.
- Uphold ethical standards and adhere to the Nolan Principles of public life.
- Promote and raise awareness of Evolving Communities and its services and keep up to date with health and social care developments.
- Work closely with other members of staff and volunteers to share good practice and learning.
- Undertake any reasonable tasks, responsibilities and activities as requested by the Chief Executive Officer in order to ensure the smooth running of the organisation.
- Act always within the rules, policies and procedures of Evolving Communities, including Safeguarding, Health and Safety, and Data Protection.
- Ensure that all activities are carried out with due regard to the diversity within the areas that we work and within an Equal Opportunities Framework.

Person Specification

Criteria	Essential	Desirable
Experience	• Experience within a relevant business sector with marketing experience and a strong sales record will be advantageous • Experience of proactively delivering income generation and business growth. • Experience of supporting programmes and projects (planning, tracking, reporting) • Experience of working with multiple stakeholders, building and maintaining relationships • Experience of capturing, managing and analysing data and research • Experience of using and managing public sector contract procurement sites. • Experience of supporting the development of funding applications and procurement bids • Experience of developing communication/marketing strategies or action plan.	• Experience of delivering thought leadership/capital initiatives. • Experience of organising and promoting events • Experience of using LinkedIn to build awareness and relationships • Confident and experienced user of social media platforms principally, Twitter, Bluesky, Facebook and Instagram • Media relations experience – confident pitching stories to journalists and liaising with press to arrange interviews • Experience of creating infographics, producing videos/podcasts and writing blogs

	• Experience of using effective communications and marketing techniques to generate business opportunities • Confident at building and maintaining professional relationships	
Knowledge	• General awareness of the work of the Healthwatch and MNVP networks • Knowledge of patient voice, participation, and community insight approaches • An understanding of diversity and equal opportunities as they relate to accessing and using information and health and care services • Understanding of data protection requirements and confidentiality	• Understanding of current health and social care issues • Knowledge of local health and social care organisations • A strong understanding of working with communities facing health inequalities
Skills	• Strong attention to detail for managing multiple and sometimes competing projects • High degree of IT literacy – ability to use all facets of Microsoft Office • Strong organisational and project management skills • Excellent personal communication skills and confidence in dealing with a diverse range of people and organisations • Ability to build strong relationships and work sensitively with different perspectives • Research and analysis skills to increase business intelligence and growth • Strong time management skills and the ability to prioritise and manage competing demands	
Personal attributes	• Creative, proactive, enthusiastic and solutions focused with a ‘will do’ attitude • Commitment to independence, co-production, insight, impact, and accountability	

	• Ability to work as part of a team by supporting colleagues and sharing knowledge and expertise • Proven ability to work on own initiative, plan own work programme and meet deadlines • Willing to take on different tasks, as the role develops to meet the needs of the organisation	
Availability	• Willingness to undertake some travel within the areas we work • Full UK driving licence.	