Senior PR & Brand Partnerships Manager

Job Pack

November 2026

for healthy East London lives

Welcome

Thank you for your interest in joining Barts Charity.

We are a charity with its roots in East London, dedicated to supporting improvements to healthcare and transformative research for local health benefit in East London, and beyond. We are nearing the end of our ambitious five-year organisational strategy (2022–2027), as we prepare to launch our new 2027–2032 strategy. This aims to continue our c.£30m per year funding programme and ambitious fundraising initiatives.

We're looking for an experienced, creative and proactive communications professional to help raise Barts Charity's profile, visibility and reputation at an exciting point in our development.

As we prepare to launch our 2027–2032 organisational strategy, this role will play an important part in shaping how we communicate our ambitions, celebrate the impact of our funding and build stronger relationships with the media and external partners.

You'll have the opportunity to develop proactive PR campaigns, uncover compelling stories from across healthcare and research, and work alongside colleagues in Fundraising, Funding & Impact and Marketing & Communications to bring our work to wider audiences.

Combining strategic thinking with hands-on delivery, excellent editorial judgement and a genuine enthusiasm for building relationships, you'll help improve healthcare for people across East London.



Jay Longworth
Director of Fundraising & Communications

LinkedIn



About Barts Charity

For healthy East London lives

As East London's oldest healthcare charity, we've been at the forefront of advancing healthcare in our community for hundreds of years. The hospitals we support strive to provide excellent care to their patients, through the highs and lows. Yet too many people's lives in East London are affected by ill health.

As the dedicated charity for Barts Health NHS Trust, we support St Bartholomew's, Whipps Cross, Newham, The Royal London, and Mile End hospitals. We're also partnered with the Faculty of Medicine and Dentistry at Queen Mary University of London and the School of Health Sciences & Psychological Sciences at City, St George's, where we fund world-leading medical research.

Together with our partners and supporters we make better healthcare possible. We invest in inspiring people and projects that have the greatest impact on the health and lives of local people. And as our local community is one of the most diverse places to call home, what makes a difference in East London has the potential to touch lives across the world.

For more information about Barts Charity, please visit our website.



We are committed to

Professional development

At Barts Charity, we prioritise continuous learning and professional growth, ensuring our staff have access to both group and individual development opportunities so that staff make the best contribution they can, enjoy good job satisfaction and progress their careers.

Regular training sessions cover a range of hard and soft skills, including Unconscious Bias, Feedback, Assertiveness, and EDI Awareness. We also offer tailored programmes like a New Manager Bootcamp and Fundraising Skills training.

Employee wellbeing

We promote a supportive working environment where colleagues feel comfortable having open conversations about wellbeing and mental health. Staff and managers have access to internal support, as well as confidential external support through our Employee Assistance Programme. All new starters are assigned a buddy to help them settle in and navigate their induction.

EDI and Inclusive Recruitment

We want everyone connected with Barts Charity to feel valued and respected. We will create and sustain a truly inclusive culture where everyone feels they can contribute. We know that this will take action and we must keep working at it. Find out more about our Commitment to Equity, Diversity, and Inclusion.

In 2024, we carried out an Inclusive Recruitment Audit and provided inclusive recruitment training for hiring managers to help strengthen our recruitment practices. We remain committed to reviewing and improving our approach to inclusive recruitment.

We welcome applications from people of all backgrounds. As a Disability Confident Committed employer, we're committed to supporting disabled people and those with long-term health conditions, including making reasonable adjustments throughout recruitment and employment.

About the role

Senior PR & Brand Partnerships Manager



Role overview

Job title	**Senior PR & Brand Partnerships Manager**
Salary	£55,000 - £58,000
Contract	Full time
Location	Ground Floor, 12 Cock Lane, London EC1A 9BU - Fully accessible office.
Hybrid Working	Hybrid working, with two anchor days in the office (Tuesdays & Wednesdays) and other days remote. Additional office attendance may be required.
Flexible Working	37.5 hours per week, with core hours of 10am–4pm. Flexible working requests will be considered in line with our policy.
Department	Marketing & Communications
Reports to	Head of Marketing & Communications
Annual leave	30 days plus bank holidays
Pension	10% employer's contribution
Benefits	• Employee Assistance Programme and mental health support • Regular training and individual development • Private healthcare insurance (subject to eligibility following probation) • Interest-free season ticket loan (subject to eligibility following probation) • Social events within office hours



Hiring Manager

Lucy Armstrong, Head of Marketing and Communications
Senior Marketing and Communications leader with 20 years' experience across the corporate and charity sectors, leading brand, marketing and communications strategy to strengthen reputation, engage audiences and support organisational growth.





What does the role involve?

Overview

Working closely with the Head of Marketing & Communications, CEO and SMT, you'll raise Barts Charity's profile and reputation through strategic communications, proactive PR and brand partnerships, bringing our impact to life through compelling stories and strong media relationships.

Job purpose

As Barts Charity prepares to launch its **2027–2032 strategy**, you'll lead communications planning around its launch and ongoing delivery, creating a strong and consistent external narrative across our major announcements, campaigns, impact stories and partnerships.

You'll combine strategic thinking with hands-on delivery, using excellent editorial judgement and strong external relationships to showcase the impact of our funding, strengthen our reputation and extend our reach across East London and beyond.

Key role deliverables

- **Lead strategic communications planning**, including delivery of the 2027–2032 strategy communications plan and editorial calendar.
- **Lead corporate and reputation communications**, advising senior leaders on messaging, media and reputational issues.
- **Drive proactive PR and media relations**, securing high-quality coverage and building strong journalist relationships.
- **Develop brand partnerships**, creating profile-raising opportunities with partners, businesses and high-profile supporters.
- **Turn our impact into compelling stories**, bringing healthcare, research, fundraising and partnerships to life.
- **Build strong relationships**, working across the Charity and with Barts Health NHS Trust, Queen Mary University of London and other external partners.



Who we're looking for

Key skills (essential)

- Excellent strategic communications planning, writing and editorial skills.
- Strong news judgement, storytelling and media pitching skills, with the ability to translate complex information into clear, compelling stories for different audiences.
- Excellent stakeholder management and influencing skills, building trusted relationships internally and externally.
- Strong understanding of brand positioning and how to communicate organisational purpose, impact and reputation consistently.
- Proactive and creative, with the ability to spot PR and brand partnership opportunities and turn ideas into action.

Key experience (essential)

- Significant experience developing and delivering strategic communications plans and proactive PR activity.
- An established network of media contacts and a proven track record of securing print, online and broadcast coverage.
- Experience advising CEOs and senior leadership teams on corporate communications, media engagement and reputation management.
- Proven experience managing relationships with partner organisations, senior stakeholders and the media.
- Experience developing brand partnerships and delivering joint communications and profile-raising opportunities.

How to apply



The application process (1)

Please send your CV and a supporting statement (of no more than 2 A4 sides), highlighting how you meet the key skills and experience required for the role as outlined in the Job Pack.

Please email your application to **response@peridotpartners.co.uk**.

Deadline for applications: Monday 7 December 2026

First-stage panel interviews (virtual): Monday 14 and Tuesday 15 December 2026

Final-stage panel interviews (in person): Friday 18 December 2026

If you would like to discuss this role before applying, or if you need any adjustments, please contact our advising consultant at Peridot Partners:
Laura Iliff | laura.iliff@peridotpartners.co.uk | 07399 398905

We are a friendly, diverse, and inclusive team and are committed to having employees that represent all communities. We welcome applications from people from all identities and backgrounds and we particularly want to encourage people from under-represented groups to apply to work with us.



The application process (2)

Right to work in the UK

Applicants must have the right to work in the UK. Barts Charity is unable to offer visa sponsorship for this role, and we are not able to consider applicants who would need sponsorship now or in the future.

In line with the Immigration, Asylum and Nationality Act 2006, the successful candidate will be asked to provide documents confirming their right to work in the UK before their appointment is confirmed. If you have any questions about your eligibility, please contact Peridot before applying.

Our approach to candidates using AI in applications:

We know that technology including AI tools can support candidates when preparing job applications. We welcome candidates using AI in this way but ask that all information accurately reflects their own skills and experience. If invited to interview, candidates should be prepared to discuss the examples and experience included in their application.



disability confident COMMITTED

Barts Charity is a Disability Confident Committed employer.

We will offer an interview to a fair and proportionate number of disabled applicants that meet the minimum criteria for the job. If you wish to apply under the Disability Confident campaign, please clearly note this in your application email.

barts CHARITY

Thank you

bartscharity.org.uk

Registered charity no. 212563

for healthy East London lives