



**LIFE SAVING  
TOOLS IN LIFE  
SAVING HANDS**

**KidsOR**  
surgery for children

Head of Communications

**APPLICANT INFORMATION PACK**

## Job Title

Head of Communications

## Hours of Work

Full-time (35 hours per week)  
( Part-time considered)

## Location

Flexible/ hybrid  
Offices in Edinburgh, London, Dundee

## Salary

c. £45,000



**Safe Surgery for**  
**EVERY CHILD**

# Kids Operating Room

**We believe in a world where every child has equal access to safe surgery**

That doesn't seem like such a big ask. Every child has a right to life and that shouldn't be taken away by an injury or illness that can be easily fixed. Children who battle cancer and undergo chemotherapy shouldn't get to the end of that process only to be denied the surgery that will offer them the chance of survival. Children who break an arm or a leg shouldn't live the rest of their lives in disability.

Babies who need simple procedures in the first hours of life shouldn't be left to die, and children born with urological conditions shouldn't be denied an education because they can't access the simple operation they need.

**Our vision is for a world where every child is treated equally**

Our mission is to support local doctors, through the provision of training and infrastructure, to ensure they can use their incredible talents to care for their nation's children. The number of children we need to reach is overwhelming. They urgently need our help.





## About the Role

Kids Operating Room is at an exciting time as we invest in our Communications team to raise awareness of our work for children. This new role is a critical role within our ambitious plans. This role is responsible for initiating and driving forward our communications strategy to raise awareness of the need for global surgery for children and the profile of KidsOR.

This is a unique opportunity to join one of the UK's fastest growing charities and help shape the direction of its communications. The role will focus on delivering the digital strategy, producing robust content and to increase engagement through social media platforms and our website. You will be at the heart of helping to build Kids OR's online presence to drive our fundraising and advocacy activities.

Leading our PR, building and boosting our brand, and developing marketing materials you will maximise opportunities to increase KidsOR's profile and reach. Working across our organisation, liaising with global partners you will effectively communicate with diverse stakeholders and audiences.



## About You

An ambitious and dynamic communicator, you will have proven experience of bringing ideas, energy and skills to deliver impactful communications campaigns. You will be adept at ensuring organisational messages are communicated in a clear, consistent and credible way. To be successful in this role you will be:

- Experienced in developing and executing communications strategies to build brand, profile and awareness
- A skilled leader who can motivate a small team to develop and deliver public facing communications campaigns
- An expert in using digital tools for engaging, mobilising and influencing audiences
- An effective project manager used to overseeing multiple stakeholder relationships
- An exceptional content creator, able to transform complex project information into compelling stories and content for a range of audiences

## Our Mission

- Provide dedicated, specialist facilities and equipment for children's surgery in low resource settings
- Support existing surgical teams to deliver safe surgery for children
- Monitor, collate and understand our impact on surgical outcomes
- Advocate on the global plight of children denied access to safe surgery

## What We Do

KidsOR is a UK based charity that works with partner hospitals in low and middle income countries to develop high quality, safe surgical services for children.

We work closely with regional Surgical Colleges, the Global Initiative for Children's Surgery, partner NGOs and national Departments of Health to identify where the existing and/or training children's surgeons are. We then work with those people and their teams to ensure they have all the equipment they need to properly care for local children.

We also provide scholarships for children's surgery, helping strengthen local workforces and, in some countries, helping develop the first ever children's surgeon.



## Understanding Our Impact

We are proud to partner with University California San Francisco, which carries out independent assessments of our units. In partnership with the local hospitals, we record every single operation and look at the wider impact on the child and family.

In refugee settings, we work with the University of Oxford to monitor and evaluate the impact of providing local care to displaced populations. This allows us to assess the real impact of providing safe surgical services and also the true geographic reach of that impact.

It also allows KidsOR to look at the economic benefit to a country or region of having high-quality surgical services for children.

**I love fundraising for KidsOR because I am reminded of the kindness and compassion that people have every day. I am in awe of the lengths they go to raise money, donate or volunteer their time to help us.**

**-KidsOR Staff Member**

## How We Work

Our co-founders, Garreth and Nicola Wood, are actively involved in supporting our charitable activities and are part of our Trustee board, which provide ongoing governance and guidance.

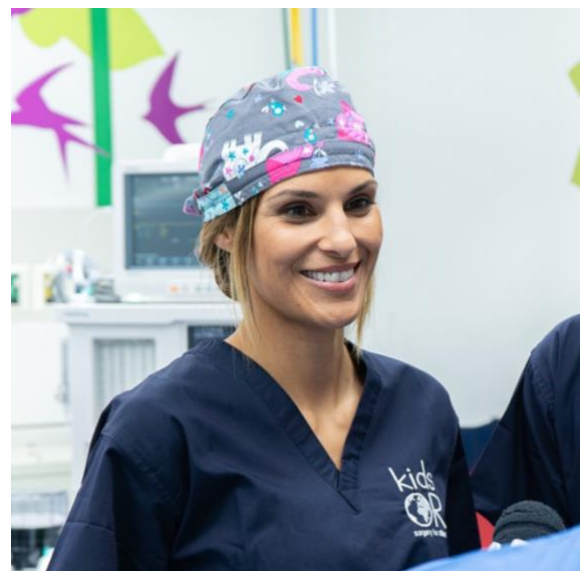
Garreth and Nicola founded Kids Operating Room with the vision of a world where every child has equal access to safe surgery. They firmly believe that access to surgery is a basic human right and that every child should receive urgent healthcare when they need it.

Our CEO, David Cunningham, is a global leader in developing charitable programs for children's health and has provided leadership to healthcare projects in the UK and across the world. David is a highly regarded charity regulation expert and is a board member of the UK Fundraising Regulator and a member of the regulators Standards Committee.

Day to day operational activities are split between three directors who manage teams based in Nairobi, Dundee (our Global Operations base) and Edinburgh where our administrative office is located.



**GARRETH WOOD**



**NICOLA WOOD**



**BEFORE**



UGANDA

**AFTER**



**KidsOR**  
surgery for children

## Our Benefits

We offer a wide range of benefits to our employees. Some of which are listed below.



Company contribution  
pension scheme



Health Insurance following  
completion of probation  
period



Industry leading  
Maternity and Paternity  
leave



Dental Insurance following  
completion of probation  
period



Contribution to Gym  
membership



Extra day of annual leave  
on your birthday



Death in service benefit



Travel Opportunities

## Our Commitment to Inclusion

Everyone benefits when people can bring their whole selves to work. Whether you're a volunteer, a prospective employee or a fulltime member of staff, at KidsOR we want you to feel involved in all aspects of our work and to have amazing opportunities during your time with us – regardless of your background.

We're working hard to build a KidsOR team that reflects the communities we serve – we know diversity makes us stronger as an organisation and more effective in what we do.

We welcome people regardless of age, disability, gender identity, marital status, race, faith or belief, sexual orientation, socioeconomic background, and whether you're pregnant or on family leave





# Key Tasks and Responsibilities

## *Planning and management*

- Develop and deliver communications plans that will drive forward KidsOR organisational objectives and raise awareness of both the need for global surgery for children and KidsOR's work to meet that need
- Plan and execute digital communications campaigns which dovetail with offline communications to create a multi-channel experience to grow audiences and traffic, including the development of, and monitoring against KPIs
- Lead communications with KidsOR partners and other organisations
- Manage agency partners, freelancers and suppliers including writing content briefs, issuing contracts, and managing outputs
- Manage the communications budget

## *Digital*

- Devise focused digital strategies (website, social media and newsletters), with a strong focus on content to ensure all communications are on brand, user friendly and grow audiences.
- Undertake continual analysis and testing of digital platform campaigns to inform future segmentation and retargeting campaigns
- Lead content creation, editing and updating of our website to ensure its ongoing functionality, stability and performance
- Understand and optimise user-journeys, experience and behaviours including utilising SEO, digital engagement and web analytics to support the effective delivery of communications campaigns
- Monitor the sector for latest developments and trends to ensure that KidsOR explores the adoption of technology for new sources



of revenue, donor acquisition, prospecting and ways to improve the donor experience

### ***PR and Media***

- Increase the organisation's profile across media, and with influencers and organisations, and develop relationships with target media representatives
- Lead for issuing press releases and managing relationships with press and press agency
- Respond to requests from the media for comments, views and supporting information and maximise opportunities for further engagement on relevant topics

### ***Brand and identity***

- Lead on organisational brand and key messages, including creating and maintaining appropriate and consistent tone, that is channel appropriate
- Devise a suite of organisational publications, literature, and marketing materials to raise awareness of KidsOR and to advocate for the need for global children's surgery
- Identify issues that could potentially damage KidsOR's reputation and recommend actions to mitigate this risk
- Plan and deliver internal communications to ensure our colleagues are connected across the organisation and briefed on key communications priorities

# Person Specification

## ***Experience***

- Experience of developing and executing a multi-channel communications plans
- Experience of growing social media communities and leading on social media strategy
- Experience of developing and delivering effective PR campaigns
- Experience of delivering data-driven digital campaigns based around audience as well as setting campaign KPIs and tracking digital activity
- Experience of cross-team working to develop engaging communications content
- Preferably experience in domestic and international context

## ***Knowledge and Skills***

- Excellent communication skills; creating compelling and persuasive content for a range of audiences
- Strong interpersonal skills with the ability to build strong working relationships
- Excellent organisational skills, including the ability to work to tight deadlines
- IT skills, including skilled in working with Content Management Systems (CMS)
- Good understanding of SEO and Google Analytics to create insightful reports

### ***Personal Qualities***

- Positive attitude of perseverance and innovation
- Professional and friendly approach
- Proactive with drive and enthusiasm to carry out projects to conclusion
- Flexible and adaptable to the needs of the role
- Proactive in learning new technology and tools

### **Line Reports**

Digital Communications Officer  
Graphic Designer

## How to Apply

Please send your CV and covering letter of no more than two pages stating why you are interested in the position to: [hello@kidsor.org](mailto:hello@kidsor.org)  
Interviews will be held on a rolling basis.

Please put **Head of Communications** as the subject.

Please note in line with GDPR, all personal documents (CV's, Cover Letters, etc.) are deleted and destroyed as soon as the applicable position has been filled.

