

Health Innovation South West

Transforming lives through **innovation in health and care**

Job title:

Marketing Manager

Contract type:

Full time / part time (minimum 30 hours/week)

Permanent

November 2026

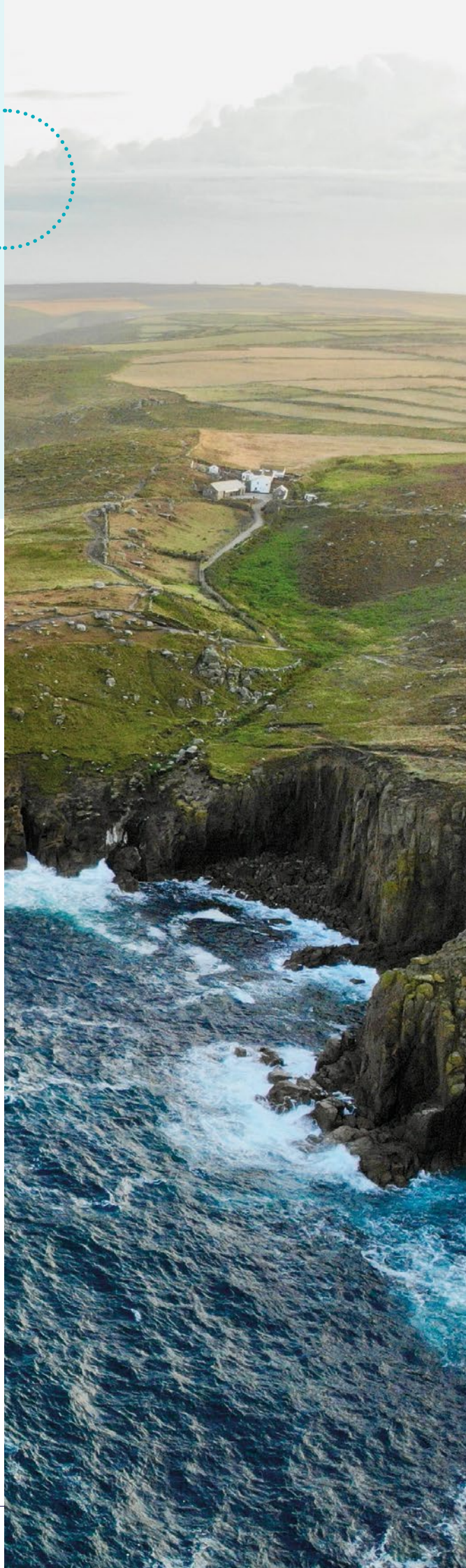
Part of the Health Innovation Network
Local change, national impact

Office for Life Sciences

NHS

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The opportunity

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Overview

As Marketing Manager, you will lead integrated marketing activity that supports organisational priorities, flagship programmes, business development and audience growth.

A key purpose of the role is to help build the profile, credibility and reach needed to support Horizon 3 of our strategy: establishing a national reputation as an expert on collaborative approaches to innovation adoption in rural and coastal health.

You will develop and deliver campaign plans, marketing content, promotional activity and audience engagement strategies across email, social, web, digital and thought leadership channels.

Working closely with programme, communications and business development colleagues, you will ensure marketing plans and assets are insight-led, brand-aligned, compliant and effective.

You will champion the organisation's brand across our materials and channels, use performance data to optimise activity, and manage the Digital Marketing Lead and the Events and Engagement Lead to deliver high-quality marketing assets across corporate channels and to support programme delivery.



Role profile

Key success factors

- **Campaign leadership:** ability to develop and deliver integrated campaigns that support organisational priorities and programme goals.
- **Audience growth:** ability to grow, segment and engage audiences through targeted marketing activity and compelling content.
- **Brand integration:** ability to champion brand consistency and embed it across channels, campaigns and marketing assets.
- **Insight and optimisation:** ability to use performance data and audience insight to improve effectiveness and drive continual improvement.
- **Business development support:** ability to create targeted marketing assets and promotional activity that support pipeline development and income opportunities.
- **Strategic reputation building:** ability to use marketing, content, campaigns and audience engagement to help establish a national reputation for expertise in collaborative approaches to innovation adoption in rural and coastal health.
- **People leadership:** ability to manage, coordinate and develop marketing capability across programmes.

Responsibilities

- Develop and deliver integrated marketing plans and campaigns that support organisational priorities, flagship programmes, business development and audience growth.
- Produce and oversee high-quality marketing assets across email, social media, web, digital channels, presentations and promotional materials.
- Work with programme, communications and business development colleagues to identify opportunities, develop audience propositions and translate priorities into compelling marketing activity.
- Plan and deliver audience engagement activity that grows reach, deepens engagement and supports clear calls to action across relevant channels.
- Champion the organisation's brand and ensure consistent, accessible and compliant marketing across assets, campaigns and channels.
- Use audience insight, channel data and performance metrics to optimise activity, demonstrate impact and support continual improvement.
- Maintain appropriate processes for campaign planning, approvals, asset management, consent, accessibility and performance reporting.
- Manage and coordinate marketing delivery across programmes, ensuring roles, responsibilities, timelines and outputs are clear.
- Line-manage the Digital Marketing Lead and Events and Engagement Lead, providing clear direction, support, coaching and development.
- Other grade appropriate responsibilities as, from time to time, instructed by the line manager.
- Demonstrate the values of the organisation in all your work as impact led, improvement focused and collaborative.
- Deputise for the Head of Communications and External Affairs where necessary.

Person specification

Experience we are looking for

- Experience of developing and delivering integrated marketing campaigns across multiple channels, including email, social, web and digital.
- Experience creating marketing plans, audience engagement strategies and high-quality content for programmes, services or campaigns.
- Strong understanding of brand management and experience applying brand consistently across marketing assets and channels.
- Experience using audience insight, channel analytics and performance data to evaluate, optimise and improve marketing activity.
- Experience supporting business development or organisational growth through targeted marketing, promotional activity and asset production.
- Knowledge of GDPR, consent management, accessibility and other relevant requirements for responsible marketing delivery.
- Experience managing or coordinating people, suppliers or cross-functional colleagues to deliver marketing outputs to time and quality.

Abilities and attributes

- Strategic and audience-focused, able to connect organisational priorities with clear marketing plans and audience needs.
- Creative and delivery-focused, with the ability to turn ideas into practical campaigns, content and assets.
- Analytical, confident using data and insight to improve performance and demonstrate impact.
- Collaborative, building trusted relationships with programme teams, communications colleagues and business development stakeholders.
- Strong communicator, able to create clear, compelling messages for different audiences and channels.
- Organised and quality-driven, able to manage multiple campaigns, deadlines and stakeholders while maintaining high standards.

Reporting to

Head of Communications and External Affairs



Who we are



We are one of 15 health innovation network organisations established by NHS England in 2013 to spread innovation at pace and scale. Together we make up the national Health Innovation Network.

Our purpose is to improve the lives of people in the South West through innovation by improving health and care services, health outcomes, and economic growth.

We are a catalyst, connecting NHS and academia, local authorities, the third sector, industry, and citizens, to create the conditions needed to facilitate change in health and care.

We have built a specialist team of over 60 people with deep expertise in building partnerships to deliver health and economic impact through innovation. We're an independent company, governed by our NHS and university members, and licensed and commissioned by NHS England and the Office for Life Sciences.

You can learn more about our impact in our **latest Annual Review 2025–26.**

We work in partnership with:

- **Our health and care system** – NHS partners and local authorities
- **Our partners** – university, care sector, life science and voluntary, community and social enterprises.
- **The Health Innovation Network** – We are one of 15 local Health Innovation Network organisations across England, established by NHS England in 2013 to spread innovation at pace and scale. Find out more **here**.

During the last five years our work has:



Benefitted c.600,000 patients and service users



Leveraged c.£50m of investment into the South West region



A part of a national network network, we have helped leverage £2.6bn of investment into the life sciences sector, created 10,000 new jobs and released 340,000 NHS staff hours

How we work





We deliver our impact through the work of our three business portfolios:

Implementation and Strategic Partnerships

The Implementation and Strategic Partnerships Directorate is responsible for turning innovation into real-world impact across the South West. Its focus is on working closely with NHS organisations, community partners and local systems to test, implement and scale innovations that improve care in rural and coastal settings.

Innovation and Commercial Partnerships

The Innovation and Commercial Partnerships Directorate focuses on building and managing relationships that bring new ideas, investment and opportunities into the South West. It holds responsibility for our innovation implementation portfolio and works with industry, academic institutions and local authorities to find, test and implement innovation.

Operations

The Operations Directorate provides the foundations that enable the organisation to operate effectively, responsibly, and sustainably, and position us as a test bed for rural and coastal health innovation. It oversees our financial strategy and management, risk, audit, contracts and information governance, as well as Communications, HR, resource management, Portfolio Management Office, IT, Events and Facilities.

Our work is funded by NHS England and Office for Life Sciences nationally commissioned programmes, and contributions from our members, as well as income generated through other activities aligned to our core mission and purpose.

Health Innovation South West is an independent company limited by guarantee, governed by a board of directors made up of senior leaders from across our Integrated Care Systems, partner universities as well as independent non-executive directors. Based in our award-winning office on the outskirts of Exeter, we work across the counties of Somerset, Devon, and Cornwall and the Isles of Scilly.

Our focus





Hospital to community

Longer lives mean more complex health needs and rising hospital pressure. Supporting care within communities, via GPs, pharmacies, and home support, can help people stay healthier and reduce hospital demand.



Analogue to digital

Parts of the NHS still rely on outdated systems. Investing in digital tools, including remote monitoring and AI, can improve access, speed up care, and reduce inequalities.



Sickness to prevention

Catching health problems early and addressing their causes helps people stay well and reduces pressure on the NHS and other care services. Increased access to early screenings, smoking cessation support, and exercise programmes have a role to play.

Our region



The South West Peninsula includes the English counties of Somerset, Devon, and Cornwall & Isles of Scilly.

It is an isolated region, with over 600 miles of coastline. We have no major metropolitan centres, with Bristol, our nearest major city to the north, a nine-hour round trip from Penzance.

Our population of 2.2m people is scattered across large rural areas and coastal towns, resulting in the lowest population density in England with over 44% of the population living in rural areas (in comparison to 17% nationally).

Some of these areas are amongst the most deprived in the country. The expansive geography and lack of major urban centres results in significant challenges in access to care. For example, the travel time to a Type 1 Emergency Department is twice the national average.

The population is older than the national average, and rapidly ageing, with nearly two in three people expected to be over 65 by 2045.

While many residents enjoy long, healthy lives, health inequalities persist, with significantly higher mortality from diseases like cancer and stroke in deprived areas.

These factors shape how we deliver our strategy to make the greatest impact on our region's health and care needs and priorities. We're tackling these challenges with bold, place-based solutions, positioning the South West as a leading region for health and care innovation.



Working here

Work environment

Health Innovation South West is based in Exeter, Devon, in an award-winning office – an ideal setting for collaborating, convening and growing our internal and external relationships.

Close to the M5, accessible by train and taxi, it hosts teams gathering across the region as they develop and innovate and run improvement projects. Many use it as a base to build their capabilities, through their own training or leadership programmes, or in partnership with our team at Health Innovation South West. Our space is designed to accommodate events, with a variety of options, spaces and configurations that guests can use, as well as hotdesks.

Training and development

We're committed to supporting learning and development through generous individual development budgets, organisation-wide training, and peer-to-peer learning and coaching.

Benefits

We provide a generous benefits package including employer pension contributions up to 10% and an employee assistance programme.

Wellbeing

Staff wellbeing is a priority for us. We're continuously working with colleagues to provide initiatives that will enhance our team's health, happiness, and general wellbeing.

We provide free fresh fruit in the office, showers and lockers, and there are a number of employee-led social activities.



Environmental, Social and Governance (ESG)

At Health Innovation South West, staff have developed a number of ESG actions, many of which have been advanced in recent years.

These include improvements to increase the inclusivity of our recruitment processes, policy updates and recycling provision for our IT and office consumables.

We encourage inclusivity and value diversity, actively seeking to work with individuals, partners and organisations from a broad range of backgrounds. We support flexible working, part-time roles and job shares, and are open to applications from people with wide-ranging experiences.

We believe that an inclusive and diverse environment can help us achieve greater impact in our work and are committed to the Health Innovation Network diversity pledges.

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Our values



We are Improvement focused

We seek to understand problems, look at things from different angles, test ideas and learn from our experiences

We are Collaborative

We value diversity of perspectives, commit to and place trust in others to contribute towards collective goals

We are Impact-led

We are solutions focused, action orientated and adapt plans to achieve desired end goals

Our Executive team



Jon Siddall

Chief Executive Officer, Board member

Since becoming Chief Executive Officer in 2020, Jon has led us to build an integrated, place-based, partnership approach to finding, testing and scaling innovation in the South West.

Beyond our local borders, Jon leads groups within the national Health Innovation Network, working directly with NHS England, Office for Life Sciences and policy makers, and most recently supporting the development of the NHS 10-year Plan and Life Science Sector Plan.

Previously Jon was an executive director at Guy's and St Thomas' Foundation, and worked with funders, investors and government agencies in the UK and New Zealand.



Anna Lodge

Executive Director of Operations, Board member

Anna's portfolio arches across our operations, from finance to facilities, HR, comms and events, as well as our project management office and executive support.

Her directorate provides key operational support to our values-based organisation, supporting our people to drive meaningful impact in health and care across the South West. This includes overseeing our digital transformation project, Environmental and Social Governance, and financial management. Anna also acts as our Company Secretary.

Anna's distinctive background spans education at the London School of Economics through to consultancy work for multinational companies, charities, and community organisations from the United States to the Far East. Anna specialises in organisational development, leadership and strategic communications, with a commitment to economic change, inequity, environmental issues, and social justice.



Rebecca Whitting

Executive Director of Implementation and System Partnerships, Board Member

With a background in the NHS and working with the Armed Forces, Rebecca oversees our team of implementation experts to drive adoption and spread of innovation hand in hand with our partners across our region.

Rebecca joined Health Innovation South West in 2019 as Programme Director, fostering a culture of learning and improvement through our Patient Safety Collaborative, before stepping out on secondment to lead the Health Innovation Network's national wound care programme. Now Rebecca holds our relationships with the NHS at national, regional and local levels, driving change through partnership and innovation adapted to rural and coastal contexts.

A trained physiotherapist, Rebecca has worked at home and abroad, at Somerset Partnership NHS Foundation Trust as the Operational Manager for Musculoskeletal Physiotherapy and Podiatry services, and a decade spent with the UK Ministry of Defence in both clinical and service management.



Will Field

Executive Director of Innovation and Commercial Partnerships, Board Member

Formally starting with us on 1 October, Will leads our innovation, commercial partnerships and business developmentportfolio, working with partners across the NHS, life sciences, academia and government to develop strategic partnerships, commercial opportunities and innovation programmes that deliver for patients and families in our region.

Before joining HISW, Will held national roles across NHS England, the Office for Life Sciences, and the Department of Health and Social Care. Most recently, he led policy and strategy for NHS England's Innovation, Research and Life Sciences Directorate. There, he led work to shape national innovation policy, life sciences strategy, and approaches to NHS–industry partnership working, including the Innovation Ecosystem Programme and the creation of the Accelerated Access Collaborative.

A civil servant by background, Will has held roles in policy and strategy, major programme delivery, and ministerial private office across the health, business, energy and climate departments.



Our colleagues

Our **team** of highly-skilled colleagues comprises approximately 65 passionate and dedicated people who offer wide-ranging professional expertise in finance, healthcare, project management, communications, business development, data analysis, evaluation, HR, knowledge management and events management.

The board

Our board is led by an independent chair and composed of both executive and non-executive directors, including representatives from our three Integrated Care Boards, our university partners and independent non-executive directors with expertise in commercial, clinical and digital sectors.



Our members

Health Innovation South West is a membership organisation with partners drawn from a range of collaborating organisations across the South West.

- Devon Partnership NHS Trust
- NHS Devon
- Royal Devon University Healthcare NHS Foundation Trust
- Livewell Southwest
- South Western Ambulance NHS Foundation Trust
- Torbay and South Devon NHS Foundation Trust
- University Hospitals Plymouth NHS Trust
- University of Exeter
- University of Plymouth
- Cornwall Partnership NHS Foundation Trust
- NHS Cornwall and Isles of Scilly
- Royal Cornwall Hospitals NHS Trust
- NHS Somerset
- Somerset NHS Foundation Trust

How to apply



Salary and terms of employment

Annual salary range **£40,000 – £50,000** FTE (depending upon experience) plus pension and other benefits.

Applications

We're working hard to ensure we recruit great people and minimise unconscious bias in our selection process. To support us to do so we use the Applied recruitment platform, which anonymises applicants.

Our process is progressive – alongside submitting a CV, you'll also answer a few work-related questions. Our goal is to assess how you seek to understand problems, test ideas, and learn from experiences, ultimately to gain a better understanding of your relevant knowledge and skills.

We appreciate that AI programs are capable of answering these questions, and we can easily find those responses independently. What we would value hearing is your perspective, articulated in your unique voice and expression.

As part of our safeguarding approach, you may be required to complete a Disclosure and Barring Service (DBS) check in line with any project requirements. This would be discussed with you and arranged by Health Innovation South West if necessary.

To apply for the role, please click here

Closing date for applications:
9am on 26 November 2026.

PLEASE NOTE: WE CANNOT ACCEPT APPLICATIONS FROM CANDIDATES THAT REQUIRE SPONSORSHIP

More information

If you'd like to know more about the role or selection process, or to arrange an informal conversation with Oli Price-Bates (Head of Communications & External Affairs), please contact our HR team by emailing: hr@healthinnovationsouthwest.com

You'll find many Health Innovation South West staff on LinkedIn as well as regular updates on our Health Innovation South West page here.

More details can be found on our website.



Interviews

Successfully shortlisted applicants will be invited to interview via Teams on 8 December 2026. Successful 2nd round candidates will be invited to interview in person, at our offices in Exeter, on 10 December 2026.

Job Applicant Privacy Notice

Data controller: South West Peninsula AHSN Ltd, trading as Health Innovation South West, Vantage Point, Pynes Hill, Exeter, EX2 5FD, hereafter referred to as "we", "us", "our".

As part of any recruitment process, we collect and process personal data relating to job applicants. We are committed to being transparent about how we collect and use that data and to meeting our data protection obligations.

What information do we collect?

We collect and process a range of information about you. This includes:

- Your name, address and contact details, including email address and telephone number;
- Details of your qualifications, skills, experience and employment history;
- Whether you have a disability for which we need to make reasonable adjustments during the recruitment process;
- Information about your entitlement to work in the UK; and
- Equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health, and religion or belief.

We collect this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment, including online tests.

We will also collect personal data about you from third parties, such as references supplied by former employers and information from criminal records checks (where required). We will seek information from third parties only once a job offer to you has been made and will inform you that we are doing so.

Data is stored in a range of different places, including on your application record, in HR management systems and in other IT systems (including email).

Why do we process personal data?

We need to process data to take steps at your request prior to entering into a contract with you. We also need to process your data to enter into a contract with you.

In some cases, we need to process data to ensure that we are complying with our legal obligations. For example, we are required to check a successful applicant's eligibility to work in the UK before employment starts.

We have a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows us to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. We may also need to process data from job applicants to respond to and defend against legal claims.

Where we rely on legitimate interests as a reason for processing data, we have considered whether those interests are overridden by the rights and freedoms of job applicants, employees or workers and have concluded that they are not.

We process health information if we need to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out our obligations and exercise specific rights in relation to employment.

Where we process other special categories of data, such as information about ethnic origin, sexual orientation, health, religion or belief, age, gender or marital status, this is done for the purposes of equal opportunities monitoring with the explicit consent of job applicants, which can be withdrawn at any time by contacting the HR team via email: hr@healthinnovationsouthwest.com.

For some roles, we are obliged to seek information about criminal convictions and offences. Where we seek this information, we do so because it is necessary for us to comply with a regulatory requirement to establish whether an individual has committed an unlawful act or been involved in dishonesty or other improper conduct.

If your application is unsuccessful, we will keep your personal data on file in case there are future employment opportunities for which you may be suited. We will ask for your consent before we keep your data for this purpose and you are free to withdraw your consent at any time by contacting the HR team via email: hr@healthinnovationsouthwest.com.

Who has access to data?

Your information will be shared internally for the purposes of the recruitment exercise. This includes members of the HR and recruitment team, interviewers involved in the recruitment process, managers in the business area with a vacancy and IT staff if access to the data is necessary for the performance of their roles.

We will not share your data with third parties, unless your application for employment is successful and we make you an offer of employment. We will then share your data with former employers to obtain references for you and the Disclosure and Barring Service to obtain necessary criminal records checks (where required).

We will not transfer your data to countries outside the UK.

How do we protect data?

We take the security of your data seriously. We have internal policies and controls in place to try to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the performance of their duties. Our relevant policies, which can be accessed via request to the HR team, are our Data Protection Policy, Data Security Policy, Network Security Policy, Record Keeping Policy, Remote Access and Mobile Working Policy, and Internet, Email and Social Media Policy.

For how long do we keep data?

If your application for employment is unsuccessful, we will hold your data on file for 6 months after the end of the relevant recruitment process. If you agree to allow us to keep your personal data on file, we will hold your data on file for a further 6 months for consideration for future employment opportunities. At the end of that period, or once you withdraw your consent, your data is deleted or destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new privacy notice.

Your rights

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require us to change incorrect or incomplete data;
- require us to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data where we are relying on our legitimate interests as the legal ground for processing; and
- ask us to stop processing data for a period if data is inaccurate or there is a dispute about whether your interests override our legitimate grounds for processing data.

Please ask for our Data Protection Policy for more details.

If you believe that we have not complied with your data protection rights, you can complain to the Information Commissioner.

What if you do not provide personal data?

You are under no statutory or contractual obligation to provide data to us during the recruitment process. However, if you do not provide the information, we may not be able to process your application properly or at all. If your application is successful, it will be a condition of any job offer that you provide evidence of your right to work in the UK and satisfactory references.

You are under no obligation to provide information for equal opportunities monitoring purposes and there are no consequences for your application if you choose not to provide such information.

Automated decision-making

Recruitment processes are not based solely on automated decision-making.

NHS

Office for Life Sciences

Part of the Health Innovation Network
Local change, national impact

Health Innovation South West

healthinnovationsouthwest.com
info@healthinnovationsouthwest.com

Health Innovation South West
Vantage Point
Pynes Hill, Exeter
EX2 5FD

01392 247903

South West Peninsula AHSN (Trading as Health Innovation South West), registered in England and Wales. Company number 08495463.