

**SALIX&CO**



**“Vision without action is just a dream, action without vision just passes the time. Vision with action can change the world.”**

**communicators  
creatives  
connectors  
community builders  
campaigners  
catalysts for change**

**WE ARE SALIX & CO**

**vision  
action  
change**

Salix & Co is an award-winning public relations consultancy. Our team of communications experts and influencers have backgrounds in brand and campaign strategy, national print and broadcast media, the civil service, and government. We provide clear thinking in an uncertain world, and deliver purpose-led campaigns that achieve measurable change.

# SALIX&CO

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## Job specification: Head of Communications

October, 2018

### Background

Salix & Co launched in October 2008 to provide insight-led communications strategies to the health, education and social sectors. Salix is primarily associated with health, and has particular experience and expertise in primary care, influencing and helping shape new policy.

Since launching it has been named Specialist Consultancy of the Year by the PRCA (Public Relations and Communications Association) in 2015 and twice by Corporate Vision in 2016/17, has delivered award-winning campaigns and has been recognised for its investment in its people.

### **Clients since inception include:**

Alexandra Workwear, Appello, British Lung Foundation, British Society for Rheumatology, Department of Health, DMC Healthcare, eConsult, everyLIFE Technologies, Health Services Laboratories, Kids Company, LOCSU, Moodscope, National Eye Health Week, NHS Alliance, NHS Collaborate, NHS England (both nationally and regionally), NHS Professionals, Optical Confederation, Pharmacy Voice, Proprietary Association of Great Britain, Sue Ryder, The Doctors Laboratory.

To reflect its ambition and aspiration as it steps into its second decade, Salix has undertaken a root and branch rebrand to reflect an offering that has grown significantly in breadth and depth over the past ten years, our exceptional sector networks and a reputation for being ahead of the curve.

# The opportunity

Salix & Co has set bold targets for growth and expansion over the next three to five years. To support this, we are strengthening our senior team and recruiting for a Head of Communications.

## Salix beliefs

**We believe** that considered communication is the backbone of a successful organisation

**We believe** in the power of a big idea, a bold statement and a human story

**We believe** that our brand is as important as our clients' - when we work together, we achieve more

# The specification

The **purpose** of this role is to play a key part in ensuring Salix realises its three-year objectives:

- to consolidate and strengthen our offering in health;
- to grow our offering in education and 'social' (social care/third sector/corporate and social responsibility);
- to be regarded as a 'go to' provider in our sectors (health first and foremost);
- to meet specified revenue and profit targets;
- to maintain our award-winning profile.

To realise our three-year objectives, the head of communications role will involve both the **retention** of existing clients and the **acquisition** of new clients.

The personal and professional **attributes** required are shaped by our core values.

**We are human:** our work starts with people and every vision begins with a single person.

**We are challenging:** we continuously question the status quo to open up new possibilities.

**We are open:** we get our thoughts and ideas into the open and listen to what others think about them.

**We are positive:** we say yes...when we're positive, we achieve more. We come with solutions, not problems.

**We are collaborative:** we work in close partnership with all our clients. We believe all of us are better than one of us.

We are accountable: we own what we do and hold ourselves to the highest possible standards.

**That we can be all these things and have fun at the same time.**

In addition to the above, we anticipate our ideal candidate will be:

- a natural people person with a high EQ and instinctive influencing, persuasive and diplomatic skills;
- fully conversant with the complexities and political nuances of the health, education and social sectors (primarily health and social);
- exceptionally well-networked within these sectors, able to contextualise current client work and open up long-term opportunities with new clients;
- a self-starter, outcome-focused and ambitious to achieve demonstrable results within a short timeframe;
- a natural and self-confident negotiator.

## Skills and experience

You will:

- have a proven track record of delivering strategically-led, integrated communications campaigns for clients across our sectors (although primarily health);
- have extensive campaign planning and delivery experience;
- know the people who matter to create advocacy and enhance our work;
- have an instinct for what makes a client voice stand out;
- be confident in providing high level corporate and crisis communications advice for NHS organisations, independent and third sector providers;
- have extensive and trusted relationships across national, online and trade media and can prove you have achieved coverage in flagship news programmes, eg, Radio 4 Today;
- have a comprehensive understanding of the social and digital landscapes;
- know exactly how to make an event stand out, whether intimate or nationally pioneering.

## The role

Salix is broadly made up of senior communications professionals and the head of communications role will be key in shaping campaign strategies and delivery plans, identifying and liaising with influencers and advocates, and accountable for high-impact execution, while still providing hands-on delivery.

We anticipate this will be a long-term role and will offer the successful candidate an opportunity to flourish, both professionally and personally, with a company that has laid down firm foundations, but still has very significant potential for growth.

We expect the new head of communications to take responsibility for their own career development, setting an agenda focused on outcome rather than outputs. We believe this will suit a passionate, ambitious and talented professional looking for a new leadership opportunity and potential share in a company that provides a supportive, values-led, delivery-focused and fun environment.

## Our offer

Salix is based in light and airy loft-style space in south west London, which we have developed as a co-working working environment, sharing our space with talented like-minded thinkers and creatives. We do like dogs and there will always be one or two around, sniffing out a news story and probably also something from your bag.

A few other things:

- we're offering a competitive salary and potential share options
- the bonus of flexi-hours;
- our culture is flat and collaborative;
- if you want to start work early, breakfast is on us;
- mindfulness, yoga, massage and walk/talk meetings are an inherent part of our culture;
- as are quiz nights, table tennis/football, boxing and lunch time physicals;
- Outside Salix offers creative and observational time out of the office – at an art gallery, the latest film or a few hours in the local A&E department;
- we get hands-on – if a client has a presence in social care, we will offer our services to get an understanding of what their day-to-day pressures feel like.
- Situated in the heart of Balham-shops; cafés and restaurants are only a stone's throw away

## Next steps

If you're interested in this role, please WhatsApp a written outline of no more than 500 words or a short video of no more than 180 seconds to Kate on 07725 555030 explaining why you believe you could head up our communications offering and would contribute to making Salix a stand out provider. If you'd like to chat anything through in advance, please call either Sarah or Kate at any time on 020 8675 4779.

Initial interest should be submitted by December 31, 2018.