# Trustee Opportunity: Communications and Marketing Leader – Role Description

Use your voice to amplify impact. Join HQIP’s Board of Trustees and help improve healthcare outcomes across the NHS.

The Healthcare Quality Improvement Partnership (HQIP) is seeking a senior leader in communications, marketing, or public affairs to join its Board of Trustees. This is a vital opportunity to bring your strategic communications expertise to a nationally influential organisation that sits at the heart of quality improvement in healthcare.

We are particularly interested in individuals with a proven track record of raising organisational visibility, shaping brand and narrative, and engaging diverse stakeholders ideally within the healthcare, public, or voluntary sectors.

## About HQIP

Every patient deserves safe, high-quality care. National clinical audits and clinical outcome review programmes play a vital role in achieving that goal by collecting and analysing data to highlight what is working well in healthcare and where improvements are needed.

HQIP leads this work by overseeing national projects that assess the quality of care across hospitals and services, chiefly through the commissioning and management of the National Clinical Audit and Patient Outcomes Programme (NCAPOP) on behalf of NHS England. We ensure that doctors, nurses, and healthcare teams have access to the most up-to-date information and evidence to improve treatment, enhance safety, and deliver better outcomes for patients.

Through national audits and outcome review programmes, HQIP helps healthcare providers benchmark performance, identify unwarranted variation, and drive evidence-based improvements in care. Our aim is to ensure that the insights generated from measurement lead to tangible quality improvements that benefit every patient.

By supporting clinicians, patients, providers, and policymakers to act on evidence from real-world data, HQIP helps to raise standards, reduce unwarranted variation, and ensure that every patient receives the highest quality care possible. Our work depends not only on what we measure, but how we communicate ensuring insights are heard, understood, and acted upon by those who can make a difference.

## The Role: Trustee (Communications and Marketing Leader)

As a Trustee, you will join HQIP’s Board in shaping the strategic direction and governance of the charity. Specifically, you will provide professional insight into how HQIP communicates its work and value to key audiences, supports the wider uptake of clinical audit findings, and enhances its position as a trusted voice in healthcare quality.

This is a non-executive, voluntary role requiring attendance at three Board meetings per year (typically virtual or hybrid), with the option to participate in sub-committees and working groups. The term of appointment is three years, with the possibility of renewal.

## What You Will Bring

We are looking for someone with senior-level experience in communications, marketing, brand strategy, or public affairs, who can make a strategic contribution in the following areas:

* **Organisational Positioning and Narrative Development:** You understand how to craft a compelling and coherent organisational story that resonates with varied audiences. HQIP’s work is deeply technical and data-driven; your expertise will help us translate that into powerful, accessible narratives that motivate action, support partnerships, and increase awareness of our impact. Your guidance will ensure our messaging reflects both our independence and our alignment with national priorities for healthcare improvement.
* **Stakeholder Engagement and Influence:** You are experienced in navigating complex stakeholder environments and know how to position organisations credibly and persuasively across sectors. HQIP works with the NHS, royal colleges, patient groups, regulators, and policymakers, your insight into stakeholder mapping, relationship building, and reputation management will help strengthen these connections and expand our reach. By advising on how to engage decision-makers, clinicians, and the public more effectively, you will enhance the uptake and application of our audit findings.
* **Strategic Communications and Campaigns:** You bring a strategic mindset to communications, understanding not just what to say, but how and when to say it. HQIP has a wealth of content, insight, and data to share with the NHS and beyond. You will advise on developing proactive campaigns and communication strategies that amplify our programmes, encourage dialogue, and highlight success stories of improvement. Whether it is improving the visibility of national audits or supporting public understanding of patient outcomes, your skills will be instrumental.
* **Brand and Identity:** You know the importance of building and maintaining a trusted brand, especially in a space where credibility and independence are essential. You will support HQIP to refine and protect its brand identity, ensuring it reflects our purpose, values, and expertise. This includes guidance on tone, consistency, design, and impact across both traditional and digital channels.
* **Digital and Media:** You have experience with digital engagement, content development, and media relations. As HQIP seeks to engage more directly with patients, frontline staff, and diverse stakeholders, your understanding of multichannel communications and audience development will be essential. You will help HQIP use its platforms more effectively to reach wider audiences, communicate with clarity, and promote dialogue.
* **Governance and Strategy:** Beyond your communications insight, you are a strategic thinker who can contribute to wider discussions at Board level supporting HQIP’s organisational planning, growth, and sustainability. You are committed to the values of transparency, independence, and public service that underpin our work.

## Why This Matters

HQIP’s work is only as powerful as the actions it inspires. National clinical audits and outcome review programmes generate essential evidence to improve services, but their full potential is realised only when healthcare professionals, leaders, and patients are informed, engaged, and motivated to act. That requires strategic, clear, and compelling communication.

As a Trustee with communications expertise, you will help ensure HQIP’s outputs do not sit on the shelf, but shape thinking and drive improvements in practice. You will strengthen HQIP’s visibility across the healthcare system, enhance its voice on national quality priorities, and support the charity to influence change at scale.

You will also contribute to HQIP’s wider goals including diversifying its business model, increasing stakeholder engagement, and demonstrating its value to the NHS and the public. Your leadership on the Board will help HQIP be seen not only as a data organisation, but as a change-maker for quality improvement.

## Person Specification

**Essential:**

* Significant leadership experience in communications, marketing, branding, or public affairs
* Ability to advise at Board level on communications strategy, campaigns, and stakeholder engagement
* Strong understanding of reputation management, digital and media strategy, and audience segmentation
* Experience working in complex, multi-stakeholder environments, ideally in health, charity, or public service
* Alignment with HQIP’s mission and a commitment to improving health outcomes through evidence and quality improvement

**Desirable:**

* Prior experience on a Board or as a trustee/non-executive
* Experience working with NHS bodies, regulators, patient groups, or professional associations

## Time Commitment and Practicalities

* Attendance at three Board meetings per year (virtual or hybrid)
* Additional optional participation in sub-committees or strategic discussions
* Initial three-year appointment, renewable by agreement
* Voluntary role, with all reasonable expenses reimbursed
* Induction and ongoing governance support provided