

We've ambitions to change so much, to improve support for endometriosis – are you the experienced Digital Communications Officer we need to help us?

Thank you for your interest in the role of Digital Communications Officer at Endometriosis UK. Endometriosis impacts on the physical and mental health of 10% of women and those assigned female at birth, from puberty to menopause - although the impact can be felt for life. Yet it's a disease most people have never heard of, do not understand and that has no dedicated treatment. It costs the UK economy around £8.2 billion every year in healthcare costs, loss of work and treatments and yet it isn't recognised by most employers. As the UK's leading charity for all those affected by endometriosis, we're determined to change this and ensure that everyone gets prompt diagnosis and the best treatment and support.

We've big ambitions in our new strategy, focused on supporting those with endometriosis, driving down diagnosis times, campaigning for improved treatments and access to services, raising awareness, and leveraging more money into research. We place people with endometriosis at the heart of all we do, and with an average time to get a diagnosis of 8 years, the cause of the disease unknown and no cure, there is so much more they need and want. If we get our work right, we really can make a difference to the 1.5 million women and those assigned female at birth with endometriosis in the UK – and all those diagnosed in the future.

The covid pandemic has had a major knock-on effect to the treatment of endometriosis. Cancelled surgeries and appointments have left those with endometriosis unable to access treatments and support, or get a diagnosis. We have a big job to do, increasing the support we provide along with campaigning to ensure endometriosis gets due priority as services resume. Despite being small we've achieved a lot. But there is so much more we want to do.

We have worked hard to increase our activities; our staff team has grown from 6 to 14 since the start of the pandemic, and we have plans to continue to grow to better deliver our strategy. This exciting new role will be a busy, varied and important role working closely with the Communications and Campaigns Manager to develop and deliver a new digital engagement strategy to improve our digital footprint. You will drive engagement through social media, our new website, e-newsletter, and google grants to help improve awareness of endometriosis.

You'll be creative, resourceful, have an eye for good design and be able to create content that engages a variety of different audiences.

This is an exciting opportunity to help drive forward Endometriosis UK's new strategy and boost our impact for the benefit of everyone affected by endometriosis. I hope you'll consider joining us so we can, together, do even more.

Best wishes

A handwritten signature in blue ink that reads "Emma".

Emma Cox
Chief Executive

JOB DESCRIPTION

Job title:	Digital Communications Officer
Reporting to:	Campaigns and Communications Manager
Working hours:	Full time/ 37.5 hrs a week
Location:	Endometriosis UK's office at London Bridge (will consider part time / flexible/ hybrid working for the right candidate)
Contract:	Permanent
Annual salary:	£28,000 - £30,000 pro rata depending on experience (including London Weighting)
Closing date for applications:	Monday 8 th August, 9am.
Interview Date:	Friday 12 th August or Monday 15 th August, either in person or virtual (other options could be available should this fall on holiday dates)

ABOUT US:

Endometriosis UK is the leading UK charity supporting those living with endometriosis. Formed in 1981, we offer information and support to women and those assigned female at birth with endometriosis, for example through our website and information leaflets, and via our local support groups, Helpline and online forum. As well as directly supporting those with endometriosis, we work to raise awareness of endometriosis amongst healthcare professionals, the public and the media; lobby for improved treatment and management; and support research. Current campaigns include getting menstrual wellbeing taught in schools across the UK, improving diagnosis times including through healthcare practitioner awareness and education, and for implementation of the NICE guidelines on endometriosis across the UK to deliver better treatment and care. We have a big job to do and ambitious plans.

ABOUT THE ROLE:

We have an exciting opportunity for an experienced Digital Communications Officer to join our team at Endometriosis UK, and help us make a real difference for the 1.5 million in the UK with the disease. This is a crucial, new role for our small but growing charity, supporting the Campaigns and Communications Manager to manage all things digital – from our growing social media platforms, website, newsletters, as well as supporting digital outputs for fundraising campaigns. You will play a lead role in identifying the organisation's digital needs; helping us increase our digital footprint to raise even more awareness of endometriosis.

You'll have an eye for design and be able to create engaging content across our digital platforms, with experience of managing paid advertising campaigns. You will also have a keen interest and experience in using insights, analytics and data to drive engagement and growth across our fundraising and campaigning activities.

You'll be a strong communicator, able to use our digital platforms to communicate complex issues. From drafting social media written content to creating engaging imagery and digital assets, you'll be able to create content that stands out and resonates with our audiences.

This will be a busy, varied and important role working closely with the Campaigns and Communications Manager to create and deliver a new digital communications strategy.

In this role, your key responsibilities will include:

- Day to day coordination of our social media platforms. This includes planning and drafting written content, producing digital assets such as Reels, videos and picture content, and replying to comments and messages
- Managing small paid social media ads and campaigns
- Routinely looking outside our own channels and engaging with announcements and conversations about endometriosis on other social media accounts
- Working with colleagues across the organisation to implement best practice on social media
- Monitoring, tracking and reporting on our social media performance using tools such as Google Analytics and Facebook Insights, and act on these insights to ensure all activity is optimised and our reach is increased
- Coordinating the delivery of the organisation's monthly e-newsletter, testing outputs to optimise impact
- Working with departments across the organisation on digital outputs
- Editing and creating videos for social media
- Staying up to date with digital trends, and adapting our content accordingly

The role of volunteers is integral with our work at Endometriosis UK, and paid staff are required to underpin this in their attitude and actions.

We are a small, busy charity, and all staff help with the general running of the organisation in addition to their specific role activities.

ABOUT YOU:

Our Digital Communications Officer will be a motivated, creative and organised individual, with a proven track record of using social media to drive an organisation's key messages.

You'll be keen to work in a dynamic, small organisation with lots going on, and relish the opportunity to develop the organisation's digital footprint.

Person Specification

- Experience of coordinating social media activity across an organisation.
- Excellent written and verbal communication skills, with an ability to create engaging digital content.
- Strong understanding of digital metrics and using data to spot trends and opportunities for growth.
- Demonstrable experience of content creation tools, such as PhotoShop and Canva.
- Experience of creating engaging and effective supporter email communications.
- Excellent ICT skills, including Office 365 applications and databases, and proficiency in digital tools and collaboration platforms.
- Experience of managing Google Ads.
- Experience of working on fundraising and advocacy campaigns in a digital capacity.
- Experience of digital user journeys.
- Demonstrable understanding of how best to present often complex information to others.
- Ability to be able to work flexibly including some weekends and evenings.
- Understanding of living with endometriosis or a demonstrable interest in women's health and empathy with our mission.
- Understanding and demonstrable commitment to equal opportunities, diversity and inclusion.
- Undertaking any other duties commensurate with the role and general level of responsibility of the post.

The closing date for applications is Monday 8th August at 9am, and interviews will take place on either Friday 12th August or Monday 15th August, preferably in our London office but with flexibility to host virtually (other options could be available should this fall on holiday dates).

To apply, please send your CV and a maximum 2-page cover letter outlining how you meet the person spec and why you are interested in this post to: assistant@endometriosis-uk.org.

Please note that for capacity reasons, we are only able to get back to successful candidates on the status of their application.