

## **ACTION MEDICAL RESEARCH**

### **JOB DESCRIPTION**

**Job title:** Communications and Engagement Officer

**Department:** Communications

**Working base:** Head Office, Vincent House, Horsham

**Hours:** 35 hours per week

**Reporting to:** Director of Communications

#### **Working relationships:**

#### **Job Purpose**

Develop and deliver a content strategy to support the charity's mission to save and change children's lives through medical research. Be responsible for creating and evaluating vibrant and engaging content for different audiences, via a range of digital channels.

#### **Main tasks**

1. Develop digital content plans for warm audiences to reflect relevant subject areas for the charity as well as support fundraising appeals.
2. Develop engaging communication packages of research which can be used by fundraising staff to communicate with their varied audiences.
3. Produce multimedia content, including video stories, infographics, blog posts, web stories and other content to support charity activity.
4. Grow our social channels (Facebook, Instagram, Twitter as well as LinkedIn and YouTube channels).
5. Create, schedule and monitor social content on a daily basis, with flexibility to respond to news events and appeals at short notice.
6. Provide timely responses and engage with supporter queries on social media (including managing any sensitive or controversial issues), coordinating with fundraising colleagues on messaging and follow up needs.
7. Develop an online influencer strategy to bring on board ambassadors and influencers who can help spread the charity messaging.
8. To write compelling news and feature stories about the charity's medical research and to publicise these stories in the media.
9. To act as the charity's focal point for media activity on medical research and to nurture productive relationships with journalists and researchers.

10. To source, develop and manage relationships with families and write up their stories to provide copy for fundraising appeals, publications, social media and so on.
11. To write copy for the charity's website, magazine, Research Review and other communications materials.
12. To maintain a watching brief on medical news and alert the Director of Communications and senior management team on areas of interest.
13. Prepare briefings for members of staff acting as spokespeople.
14. Keep up to date with digital communications and content trends, platforms and tools.
15. To be prepared to work flexible hours, including occasional evenings and weekends, and to travel to events when appropriate.
16. To act as part of an out-of-hours media on-call team.
17. To undertake other duties of a compatible nature that may be required by the Director of Communications.

## **Person spec (all essential unless marked as desirable)**

1. Proven ability to write about medical research and complex issues clearly and effectively.
2. Ability to identify and translate interesting stories from research findings.
3. Experience of developing, implementing and evaluating content plans covering digital platforms.
4. Experience of creating clear and engaging digital communications and assets across a range of digital platforms for a range of fundraising audiences.
5. Experience of using monitoring and evaluation tools to help understand how digital and social activity is performing.
6. Interest in medicine and child health issues, with the ability to understand scientific terminology and research outcomes.
7. Experience of working with academics and researchers.
8. Science degree and/or significant experience in communications within a medical environment.
9. Experience of using a CMS to develop and update web content (including images and video).
10. Ability to prioritise competing tasks, manage a busy work load, work quickly and deliver to deadline.
11. Good team player and communicator, with proven experience of building working relationships with a wide range of people.
12. Good knowledge of UK national and regional print, broadcast and online media, especially the healthcare/science correspondents and specialist medical press.
13. Proven experience of developing and delivering national media stories and working with print and broadcast journalists as well as consumer publications/ online channels and specialist medical press.
14. Sensitivity and tact when dealing with families affected by medical conditions.