

Communications and Campaigns Lead

Appointment brief
March 2024

Hannah Whittington, Director

Harris Hill Ltd

020 7820 7302 | hannah.whittington@harrishill.co.uk

www.harrishill.co.uk

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charity recruitment specialists

About us



National Eczema Society is the UK charity dedicated to making life better for people with eczema and their families. As a relatively small and agile organisation, we punch above our weight and have big ambitions.

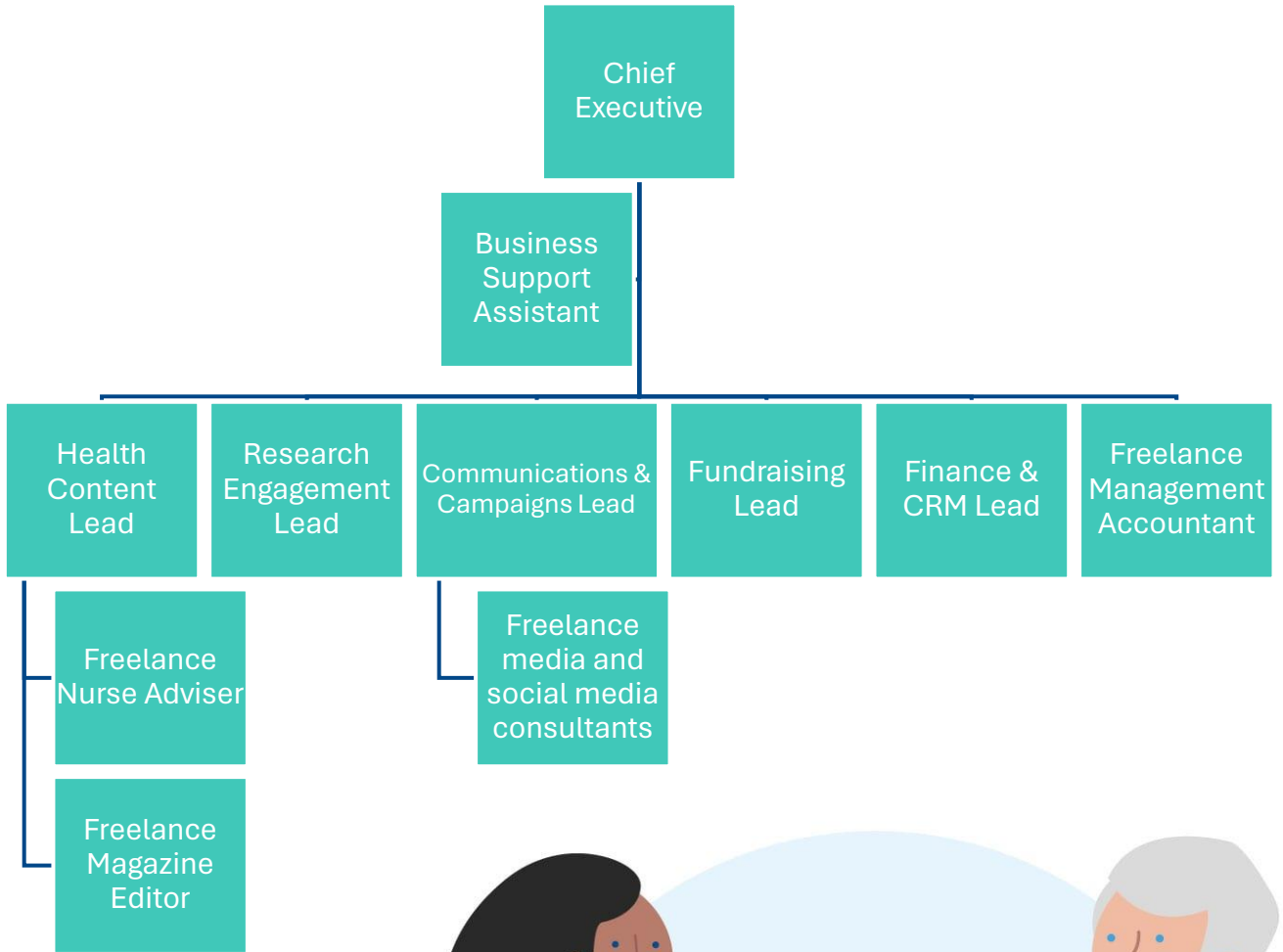
We rely on voluntary donations to fund our work, sharing information about eczema through our website, publications, communications and awareness campaigns. We also provide a collective voice for people with eczema, raising awareness, supporting eczema research and campaigning for better medical care.

In the UK, around 1 in 5 children and 1 in 10 adults live with eczema, so lots of people are looking to the charity for hope and support. Our mission is to empower people to live well with eczema, to become 'expert patients', supported by a charity that puts their needs first. Through growing our research, campaigning and awareness-raising, we are working hard to improve eczema care in the future.

As part of our exciting new strategy, we want to increase our communications work raising public awareness and understanding of the many challenges of living with eczema and campaigning for better eczema care. We want to build on successful initiatives like National Eczema Week held every September and our current main campaign to introduce clear strength labelling for steroid creams and ointments used to treat eczema flare-ups.

We are passionate about improving the quality of life for people with eczema and raising awareness of the condition. You would join our small team based at the charity's offices in Camden, north London. We are relocating to new co-working offices in central London in early 2025. There is flexibility for some home-based working, but you are expected to work in the office at least two days a week for effective team-working.

Our structure



Job description

Communications and Campaigns Lead

This is new role at National Eczema Society and demonstrates our commitment to growing our charity's reach, engagement and advocacy support for the eczema community. There is considerable scope for the postholder to shape the way the charity develops its communications and campaigning work, building on a strong social media following and successful awareness-raising initiatives like National Eczema Week.

This role will suit someone who is proactive, organised, creative and likes variety. To be successful you will need to enjoy working in a small team and small organisation, and be comfortable taking decisions and responsibility.

Job title	Communications and Campaigns Lead
Salary	£40,000 per annum
Reports to	Chief Executive

Job purpose

The post-holder leads on communication and campaigning activity for the Society. The role includes managing the charity's social media and media engagement work.

Key responsibilities

- Lead National Eczema Society campaigns and awareness-raising, including our headline National Eczema Week campaign
- Manage National Eczema Society social media activity
- Manage National Eczema Society media engagement
- Produce the monthly supporter e-newsletter

Specific responsibilities

Lead charity campaigns and awareness-raising (approx. 40% of the role)

- Lead and deliver the annual National Eczema Week campaign in September
- Responsible for creating, planning and managing smaller charity campaigns over the year to increase public awareness and understanding of eczema or improve eczema care

Job description

- Research and articulate evidence to demonstrate the need/rationale behind campaign strategy, messaging and calls to action
- Work with partner organisations and other stakeholders to build dermatology sector support for campaigns lead and supported by National Eczema Society
- Support lobbying work as required, including researching policy issues, liaising with stakeholders, and doing media work around public affairs issues
- Plan, allocate and monitor the Communications and Campaigns budget, working with the Chief Executive.

Manage National Eczema Society social media activity (approx. 30% of the role)

- Strategic and operational responsibility for charity social media activity, including planning, writing, designing, scheduling and posting social media content
- Manage the day-to-day running of the Society's social media pages – currently Instagram, Facebook, LinkedIn and X – including scheduling posts and community engagement, responding to comments and messages as needed
- Liaise with other function leads (e.g. fundraising and research) to identify and source social media content outside area of functional responsibility
- Measure and evaluate social media activity and performance against agreed KPIs
- Define and manage relationships for working with social media influencers and external content creators
- Manage joint social media activity with corporate partners and seek to develop opportunities to work with companies on joint promotions
- Plan, allocate and manage the budget for paid social
- Explore ways to improve community engagement, such as private Facebook groups and online forums
- Set and manage the work of external social media consultants the Society uses to support major campaigns like National Eczema Week.

Manage National Eczema Society media engagement (approx. 10% of role)

- Act as first point of contact for incoming media queries, prioritising and actioning as required
- Maintain watching brief on eczema stories in the media and identify opportunities for National Eczema Society to comment
- Draft media responses using information from existing media briefings and stock quotes and from other credible sources
- Identify media spokespeople for National Eczema Society, including members of the Medical Advisory Board, and nurture these professional relationships

Job description

- Ensure spokespeople and interviewees speaking on behalf of National Eczema Society are properly briefed and supported
- Set and manage the work of external media consultants that the Society uses to support major campaigns like National Eczema Week.
- Maintain records of media coverage obtained.

Produce monthly supporter e-newsletter (approx. 10% of role)

- Research, write and design and issue the Society's supporter e-newsletter using the Mailchimp platform
- Source e-newsletter content from other function leads and prominently feature charity campaigns and awareness-raising activity
- Manage e-newsletter email distribution list on Mailchimp and respond to community enquiries about the newsletter
- Measure and evaluate newsletter performance against agreed KPIs.

General management

- Support the Chief Executive in producing the annual budget and operating plan for the Society, including leading on own areas of responsibility
- Produce and monitor the Communication and Campaigns budget, working with the Chief Executive
- Contribute to periodic strategy development scoping and planning
- Maintain key indicators reporting for own areas of responsibility.

Additional responsibilities for National Eczema Society staff

- Adhere to Society policies and procedures.
- Comply with data protection regulations ensuring that personal information remains absolutely confidential.
- Be responsible for own personal learning and development and to support the learning and development of others and the whole organisation.
- Organise your work to ensure that it is accurate and meets quality targets and reasonable deadlines.
- Undertake any other tasks, duties or projects that may arise from time to time.
- This job description is not exhaustive and serves only to highlight the main requirements of the post holder. The Chief Executive may stipulate other reasonable requirements.

Person specification

All of the following are required unless marked as desirable. Requirements are assessed using information provided on the application form, and from interviews, skills assignments and references.

Qualifications and knowledge	Application	Interview
Relevant degree and/or professional qualification in communications, public relations, public affairs or marketing	X	
Excellent knowledge of English language and usage, sufficient to write clearly and engagingly for different audiences and channels	X	X
Advanced user of social media (ideally Instagram, Facebook, X and Linked In) and experience with social media management platforms (e.g. Sprout Social)	X	X
Competent user of Microsoft Office applications and online meeting platforms (e.g. Zoom), email client software (e.g. Mailchimp) and website CMS systems (ideally WordPress)	X	
Knowledge of principals of effective health campaigning	X	
Knowledge of using social media to enhance brand awareness and engagement	X	
Understanding of social media metrics and of using data to improve engagement and performance	X	X

Experience	Application	Interview
Experience of creating, managing and leading communication campaigns for a charity organisation	X	
Excellent experience working with social media and producing high quality creative content	X	X
Experience of working with the media, responding to journalist enquiries, writing press statements and being a spokesperson an advantage	X	X
Experience of managing and leading initiatives within an organisation		X
Experience of dealing with a wide range of people and organisations, networking and building working relationships	X	X

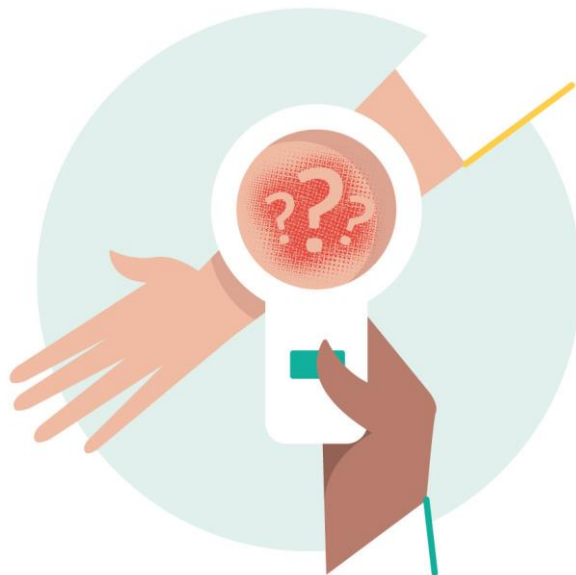
Person specification

Skills and abilities	Application	Interview
Good written and verbal communication skills, able to produce content under pressure and with attention to detail	X	X
Excellent social media design, photography and video skills	X	
Good planning and organisational skills, along with flexible/adaptable approach to time management	X	X
Capable of managing and delivering multiple activities at once on time	X	X
Able to plan and monitor budgets	X	

Values, attitudes and behaviours	Application	Interview
Able to show empathy and to understanding the difficulties of people affected by eczema	X	X
Well organised and able to manage and prioritise own workload, and to work effectively with minimal supervision		X
Highly self-motivated and proactive, able to work effectively in a home setting as well as an office	X	X
Able to work collaboratively with others and in a small team	X	X
Able to inspire and motivate others		X
Confident using appropriate initiative and judgement, and taking decisions independently within remit	X	X
Able to deal confidently with people from different backgrounds and organisations		X
Willingness and ability to learn and to adapt to changing situations		X
Commitment to the vision and aims of the Society, including commitment to equality and diversity	X	X
Able and happy to travel independently and to work occasional evenings and weekends, as well as occasional overnight stays away from home		X

Terms of appointment

Job title	Communications and Campaigns Lead
Salary	£40,000 per annum
Reports to	Chief Executive
Location	We offer a hybrid model of working and our office is based in Camden, North London, which will be your location and contract base. This role gives you the opportunity to work from home three days a week
Hours	Full-time, 35 hours per week
Contract	Permanent
Travel expenses	Staff are required to pay for travel costs to and from their home to the London office, regardless of where they live. Staff are able to claim travel expenses for journeys to places other than the London office for work purposes
Annual leave	28 days per annum (including three mandatory days over the Christmas and New Year period), plus bank holidays



How to apply

If you would like to apply for this position, please send the following:

- An up-to-date CV outlining your employment history, academic and professional qualifications
- A Supporting Statement (no more than 2 x A4 pages)
- Demonstrating how you meet the criteria outlined in the Person Specification
- Outlining why you are interested in the Communications and Campaigns Lead role at the National Eczema Society

Please submit your completed application to hannah.whittington@harrishill.co.uk to arrive by 9am, Monday 15th April 2024.

For an informal and confidential conversation about this position, please contact Hannah Whittington via the above email address.

Dates for your diary:

Closing date	9am, Monday 15 th April 2024
First stage interview (online)	18 th /19 th April 2024
Second stage interview (in-person)	w/c 22 nd April 2024

Please could you also let us know if you will require any special provision should you be called forward for interview, or if you have any anticipated difficulties with the dates.

Harris Hill Charity Recruitment Specialists operates an equal opportunity policy and commits to treating all of our candidates and jobseekers fairly. We welcome and encourage applications from everyone regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.

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This is a fantastic opportunity to join National Eczema Society in a newly created role. As Communications and Campaigns Lead you will give the eczema community a voice, through growing reach, engagement and advocacy support. Taking the lead on communication and campaigning activity, you will manage the charity's social media and media engagement work.

As the charity hire 4 new people, this role is crucial in joining up content across all their channels, and I'm especially keen to talk to someone with a strategic mindset who enjoys delivering the work too- across comms, social media, website comms, and video.

Key responsibilities include:

- Lead National Eczema Society campaigns and awareness-raising, including their headline National Eczema Week campaign
- Manage National Eczema Society social media activity
- Manage National Eczema Society media engagement
- Produce the monthly supporter e-newsletter
- Source stories and share patient testimonials, thinking of new ways to reach more people and support the community.

You will be empathetic, and excited to make a difference, with a desire to make change with this ambitious charity!

- Salary £40,000
- Full-time, permanent
- Hybrid 2 days in the office, 3 from home.
- Office Location- soon to move to Central London shared office space.
- Benefits: 25 days holiday, plus additional 3 days over Christmas, plus bank holidays. A flexible, forward-thinking charity, and supportive team, dedicated to your professional development.

If you have the following experience, I'd love to hear from you!

- Experience of creating, managing and leading communication campaigns for a organisation
- Excellent experience working with social media and producing high quality creative content
- Experience of working with the media, responding to journalist enquiries, writing press statements and being a spokesperson an advantage
- Experience of dealing with a wide range of people and organisations, networking and building working relationships

Firm closing date 9am Monday 15th April. However, please get in touch now to avoid disappointment.