

Health Content Lead

Appointment brief
March 2024

Hannah Whittington, Director

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Harris Hill
charity recruitment specialists

About us



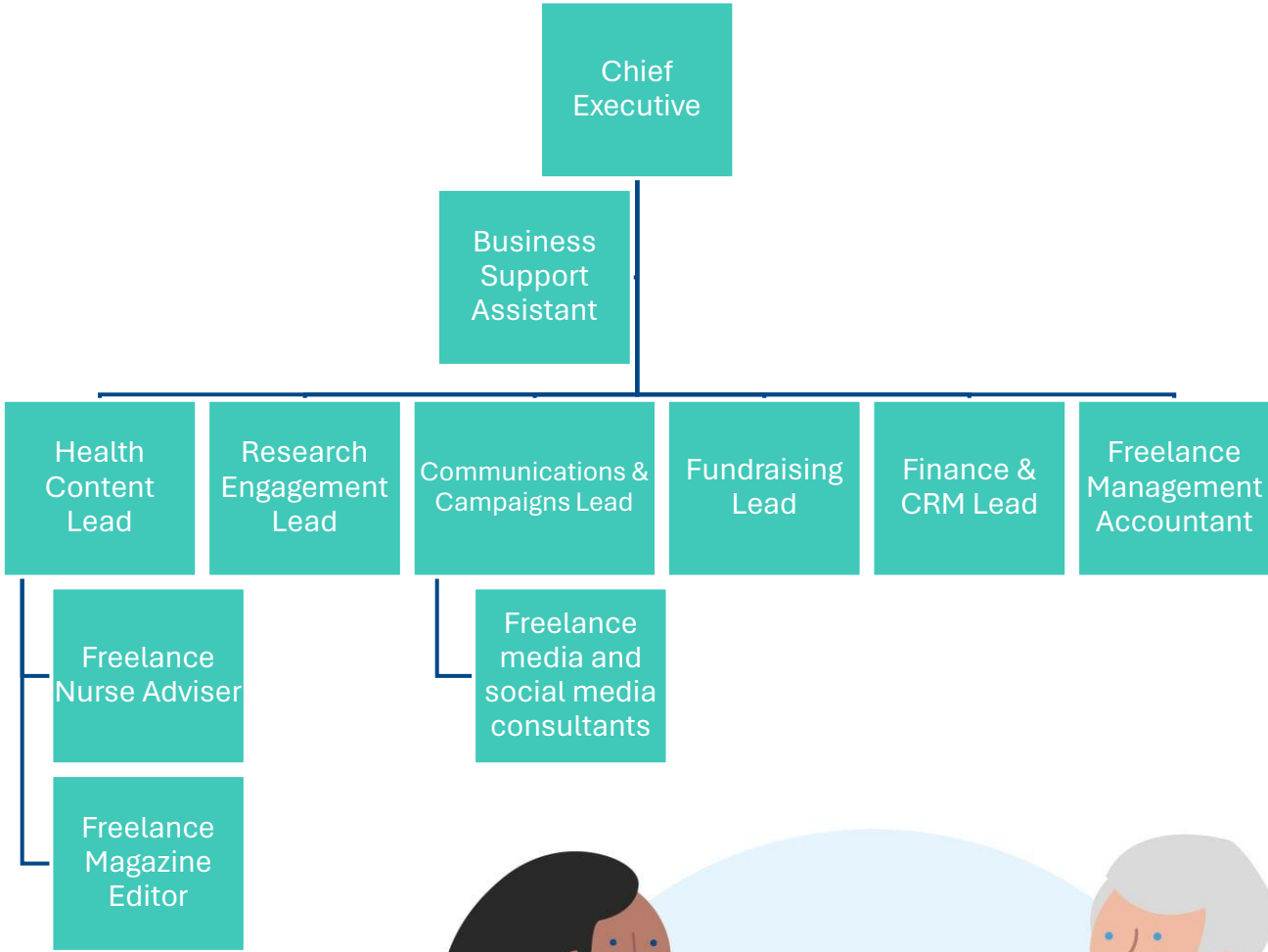
National Eczema Society is the UK charity dedicated to making life better for people with eczema and their families. As a relatively small and agile organisation, we punch above our weight and have big ambitions.

We rely on voluntary donations to fund our work, sharing providing information about living well with 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. Eczema is a complex long-term medical condition that is difficult to manage and people need accurate and accessible information for effective self-management.

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 to support effective team-working.

Our structure



Job description

Health Content Lead

This is a new role at National Eczema Society, leading an area of work the charity has been pioneering for almost 50 years. The Society was established as a membership organisation, supporting those affected by eczema with information and advice. We continue this vital role today, and look to widen the reach of our health information content by making it available in different formats and through different channels. There is considerable scope for the postholder to shape the way the charity produces and shares health information content in the future.

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	Health Content Lead
Salary	£40,000 per annum
Reports to	Chief Executive

Job purpose

The post-holder is responsible for and manages the wide range of health information produced by the Society, curating content across the different channels to maximise patient benefit and impact. This includes managing a programme of webinars, podcasts and talks. The Health Content Lead also oversees content across the Society's website and coordinates content for the biannual supporter magazine.

Key responsibilities

- Curate health content across channels
- Manage written health information
- Establish and manage programme of health information videos, webinars and talks
- Oversee content across the NES website
- Coordinate content for National Eczema Society's Exchange magazine.

Job description

Specific responsibilities

Curate health content across channels to optimise patient benefit (10%)

- Responsible for planning and curating health content across the different communication channels used by the Society, ensuring we optimise the value of core health information offer
- Develop and implement plans to maximise the use of health content across different communication channels used by the Society, including website, media and social media, awareness campaigns, webinars, talks, printed publications, supporter magazine and advocacy work.

Manage written health information (approx. 40% of role)

- Responsible for and manages written eczema health information content, including factsheets and booklets, delivered through National Eczema Society's website and printed publications
- Manage periodic updating of health information resources, including briefing external clinical and lay reviewers, editing, proofreading, and managing freelance designers and printers
- Ensure all new and revised content is accessible, engaging, accurate and evidence-based, and where relevant is written for digital channels to meet search and content marketing objectives. It must also align with the Society's brand and house style guidelines
- Responsible for peer review and approval of health advice content
- Support the eczema information needs of other functions within the charity, such as fundraising, which uses health content in its work (e.g. for appeals)
- Manage stocks of printed charity publications, liaising with external designers, printer and mailing and fulfilment provider. Agree and monitor stock levels with the external mailing and fulfilment provider
- Work with other teams, using focus groups, surveys and similar insight strategies, to help identify the needs and opinions of people with eczema, and incorporate learnings within health advice content
- Monitor the external eczema information environment and proactively identify opportunities for continuous improvement of the Society's health content portfolio
- Proactively generate new content ideas based on news agenda, social listening and other digital engagement techniques
- Lead on evaluating the Society's health information.

Job description

Responsible for health information webinars and talks (30%)

- Establish and manage a programme of health information webinars, podcasts and talks, agreeing topics, identifying speakers and leading on promotion and evaluation
- Work with partners to co-produce patient learning events such as webinars.

Oversee content across the NES website (5%)

- Overall responsibility for ensuring all content on the National Eczema Society website is engaging, accurate and kept up-to-date
- Work with colleagues in other teams to ensure non-health information conforms to the website style and is refreshed as needed
- Lead on website analytics, regularly reviewing engagement and sharing user insights with other team members.

Coordinate content for National Eczema Society Exchange magazine (5%)

- Responsible for planning content for the Society's 40-page, A5-format biannual membership magazine (called 'Exchange')
- Coordinate the Exchange editorial team (staff, freelance writers and editor)
- Personally research, suggest content ideas, commission contributors, write news stories, proofread and quality-assure content
- Brief and manage the external magazine editor, who does some writing and is responsible for sub-editing and working with the designer
- Organise reader mailing data to be sent to the mailing house and supervise email distribution
- Liaise with Chief Executive over magazine advertising and magazine sign-off
- Working with the Editor, create and circulate annual magazine production schedule
- Undertake periodic reader satisfaction surveys or other reader insight gathering.

General management

- Support the Chief Executive in annual budgeting and planning, including leading on own areas of responsibility
- Contribute to periodic strategy development scoping and planning
- Maintain key indicators reporting for own areas of responsibility
- Work with Chief Executive and other function leads to support proactive and reactive eczema awareness raising campaigns. The main activity is National Eczema Week in September.

Job description

Additional responsibilities for all 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 publishing, journalism or health promotion	X	
Excellent knowledge of English grammar and usage, the principles of plain English, and working to house style guidelines	X	X
Good knowledge of the health content development process, including researching, commissioning, writing, editing and evaluating content for both digital and print channels (e.g. websites, email newsletters, blogs, social media) for different audiences	X	X
Knowledge of search and content marketing techniques to ensure effective content development and delivery across digital channels an advantage		X
Competent user of Microsoft Office applications, online meeting platforms (e.g. Teams, Zoom), website CMS systems (ideally WordPress), and internet and social media literate. Familiarity with design software an advantage	X	
Awareness of health psychology behaviour change techniques to deliver effective patient self-management content, or willingness to learn		X
Knowledge of copyright law and conventions an advantage	X	

Experience	Application	Interview
Good experience of planning, writing and editing health information across a range of channels for an organisation, ideally in the charity sector or agency, publisher or similar	X	X
Experience of writing in different styles for different audiences and channels	X	X

Person specification

Experience (cont.)	Application	Interview
Experience of leading health content projects, such as new publications or webinars	X	X
Experience of working within established health content development processes, including approvals and quality control. Experience with the PIF TICK quality mark for health information an advantage	X	
Experience of commissioning and managing the work of external writers and designers	X	
Experience of magazine editing desirable, as well as familiarity with magazine design, production, printing and distribution processes	X	
Experience of developing and implementing health promotion campaigns an advantage	X	

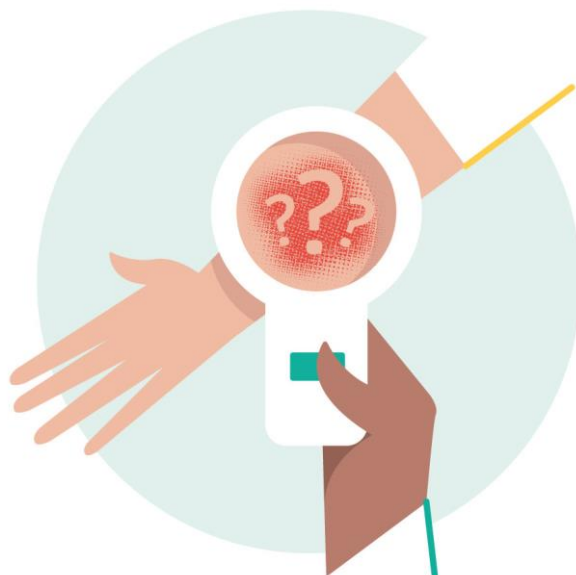
Skills and abilities	Application	Interview
Excellent written English language skills, together with attention to detail	X	X
Demonstrable skills in writing and editing health advice content for a variety of audiences		X
Able to convey medical information in an engaging and accessible way for patients and the general public	X	X
Photography, video and content design skills, desirable	X	
Excellent time management skills, comfortable working quickly and accurately, and delivering to deadlines		X
Good organisational skills, capable of managing and delivering multiple activities at once on time	X	
Excellent interpersonal skills, able to build effective relationships and work collaboratively with National Eczema Society staff and volunteers and with external stakeholders		X
Able to use research evidence and patient experience/ insights to inform and underpin content development		X

Person specification

Values, attitudes and behaviours	Application	Interview
Able to show empathy and to understanding the difficulties of people affected by eczema	X	X
Able to manage and prioritise own workload, and to work effectively with minimal supervision	X	X
Self-motivated, proactive and resourceful, able to work effectively in a home setting as well as an office		X
Able to work collaboratively with others and in a small team	X	X
Able to motivate and inspire others		X
Able to deal confidently with people from different backgrounds and organisations	X	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	Health Content 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.

Advertisement

I'm looking to speak to a creative content writer, who will join National Eczema Society as their new Health Content Lead, shaping the way the charity produces and shares health information content. In this newly created role, you will widen the reach of their content, making it available in different formats and through different channels.

The role will suit someone who is proactive, organised, creative and likes variety. You will be drawn to working in a small team and be comfortable taking decisions and responsibility from day one.

Key responsibilities include:

- Curate health content across channels
- Oversee content across the website
- Increase visits to the website
- Coordinate content for the biannual supporter magazine
- Manage a programme of webinars, podcasts and talks
- Relay scientific health information to patients and a lay audience, making it accessible

Are you looking for a role that you can make your own? If you are ambitious, resourceful and enjoy trying new things then this could be the perfect role for you. You will be empathetic, and excited to make a difference, with a desire to make change with this ambitious charity! Joining a close-knit team your role responsibilities may vary, but you will have the support from a wonderful CEO and passionate team.

- Salary £40,000
- Full-time, permanent
- Hybrid 2 days in the office, 3 from home.
- Office Location- Camden, but 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!

- Good knowledge of the content development process, including researching, commissioning, writing, editing and evaluating content for both digital and print channels (e.g. websites, email newsletters, blogs, social media) for different audience's
- Knowledge of search and content marketing techniques to ensure effective content development and delivery across digital channels an advantage
- Competent user of Microsoft Office applications, online meeting platforms (e.g. Teams, Zoom), website CMS systems (ideally WordPress), and internet and social media literate. Familiarity with design software an advantage

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