



Communications Assistant

Information pack

- 15 hours per week at £15.00 an hour
(Actual salary £11,700 - FTE £27,300)
- Hours may be worked flexibly over a minimum of 3 days a week
- Home based with occasional prearranged in person meetings
- 25 days annual leave plus 8 bank holidays
(pro-rated for part-time)
- 4% employers' contribution to pension (can be uplifted to 6% with increased employee contributions)
- Truly flexible working in an organisation that understands and values neurodivergence and carers responsibilities

Closing date for applications:
19th April 2026

Interviews:
29th April 2026



Welcome

Hello,

Thank you for your interest in becoming part of our team. This role is really important. PDA autistic people are amongst the most misunderstood and excluded groups in society today and demand for support from our organisation is growing. We need to increase our reach and income to be able to meet that demand - and that's where this role comes in.

The Communications Assistant will ensure our social media and email communications are welcoming, informative and useful for the PDA community. The post holder will provide hands-on support to the Community & Communications Manager in the ideation, creation and delivery of our routine external communications, with a particular focus on helping to grow our donor base and ensure optimal uptake of our training offerings. This will include creating and scheduling social media content and providing copywriting and email marketing support.

Whilst the role is currently only 15 hours per week, we hope to grow this role in the future. Ideally, we would like someone who is able to spread their hours throughout the week, but we will consider different working patterns for the right candidate.

We are a busy remote team, and there will be a lot of scope to work autonomously and flexibly in this role. You will have lots of opportunities to develop in your role and to have an impact on the creative direction of our communications.

You'll need to be a great communicator who can synthesize information in different ways for different audiences, has incredible attention to detail, is able to work to deadlines and crucially cares about the difference we are trying to make as a charity, and about your contribution to that. In exchange you'll get to work with a friendly, supportive and can do team, who will be committed to seeing you thrive.

We look forward to seeing your applications!

What is PDA?



Research suggests that PDA is a profile of autism. This is a combination of traits and experiences which mean that someone is likely to have similar strengths and challenges to other people with the same profile.

One of the most well-known features of a PDA profile is demand avoidance. This is when a person finds it hard or impossible to carry out everyday tasks or demands, even if these are things they need or want to do. Other features of PDA include use of social strategies to avoid demands, having a particular relationship style in which safe people are very important, and experiencing strong and changing emotions. PDAers often use imagination and creativity to support them to manage the challenges they face.

While research suggests that PDA is experienced by autistic people, we know from community research that not everyone who self-identifies as PDA considers themselves to be autistic. We fully respect people's right to self-identify if they find what works for them.

PDA can have a profound impact on people's lives, making even everyday tasks impossible. Everyone's experience is different and what helps one person may not work for another. Without the right support, many people find themselves unable to achieve their potential, trapped in lives that are restricted and deeply unhappy.

At PDA Society, our focus is on making life easier for PDAers, their families and everyone affected by demand avoidance. We are building awareness and understanding around PDA and demand avoidance by providing information, training, and personalised support to everyone who needs it.

We want to see a world where PDA is better understood, so that everyone can get the understanding and support they need to thrive.

About the PDA Society

Our focus is on improving the lives of PDA children and adults and their families.

Due to how PDA presents, it can be harder to get an autism diagnosis or any meaningful support. We help people, families, and professionals to improve their understanding of PDA and find practical ways to make everyday life easier.

We do this by:

- Increasing awareness of PDA and helping people navigate their experiences through our support service, research, website, training and social channels.
- Offering resources, training and personalised support to anyone who can make life better for PDAers and their families.

We are learning more about PDA and autism every day, but one thing we know for certain is that everyone's experience is unique.

This means that many of the resources and the support we offer may be helpful to people who have traits and experiences that overlap with PDA, even if they don't identify as autistic or PDA themselves.

Each year, around a million people access our information, and 6,000 receive direct support from our team. Of the people we supported, 96% said it was helpful and 68% said their quality of life had improved.



Our Values

We have a deep understanding about how PDA can affect people's lives and are committed to making things easier for people. For many, the lack of understanding and support is an emergency, so we are in a hurry to make things better.

Here is how our values help us commit to doing that.

We understand

Our team is made up of neurodivergent people and parents, carers and family members of PDAers, our personal experience means we really get how challenging life can be.

We listen

We are committed to listening to PDAers, people who struggle with demand avoidance and everyone in their lives. We work hard to understand what matters most to people and to ask the right questions.

We work together

We believe everyone has a role to play in making life easier. We bring professionals and researchers together with neurodivergent people and their families to share learning and make sure everyone's voice is heard.

We are human

We care deeply about making a difference, and we bring compassion, connection and honesty to everything we do. When we do get it wrong, we own up, learn and focus on what we can do better.

We are focused

As a small charity, we have to make tough decisions about how we use our limited resources to create the greatest impact. We're transparent about our decisions, balancing individual needs with helping as many people as we can, as quickly as possible. Every action we take is to make a meaningful difference, as quickly and effectively as possible, because we know life can and should be better—soon.

What you'll do

Social media support

- Proactively work to grow our social media following with the support of the Community & Communications Manager
- Create and schedule content to align with our content pillars and content calendar which is agreed with Community & Communications Manager
- Support the development of new engaging content across our social media channels
- Create and/or source images and basic illustrations
- Provide copywriting support
- Answer and monitor messages and comments on social media
- Ensure all content is accessible, inclusive and aligned with our tone of voice and brand guidelines
- Assist with gathering and reporting basic analytics to help us understand what works well

Email marketing support

- Write clear, engaging copy for newsletters, emails, website updates and supporter communications
- Draft and schedule newsletters to our mailing list with the support of the Community & Communications Manager
- Support with the implementation of supporter and donor journeys
- Provide administrative support with our databases
- Contribute to the planning of our content calendar and campaigns
- Support the production of case studies, blogs or stories that highlight our impact
- Assist with proofreading and ensuring accuracy across all communications

Supporter Engagement

- Help respond to supporter enquiries via email or social media
- Support campaigns, fundraising appeals and awareness activities
- Contribute ideas for content that helps us reach and support our community

Encourage the effectiveness of our work by:

- Keep digital files, images and content organised
- Reporting perceived risks (IT and others) to the Community and Communications Manager as you become aware of them
- Acting as a proactive member of the PDA Society team delegating and taking on delegated tasks as needed, to achieve organisational aims

Your Experience

Essential

- Experience in a communications, marketing or social media role
- Strong visual design skills and the ability to create or source simple illustrations in keeping with our brand guidelines
- Proficiency with Adobe Illustrator and basic video editing and/or animation skills
- Strong copywriting skills and the ability to adapt tone of voice to suit different channels and touch points
- Understanding of what makes content shareable, supportive and appropriate for a charity audience
- Ability to explain complex or sensitive topics in simple, accessible language
- Comfortable with Mailchimp or other similar email marketing platforms
- Confident using social media platforms (Facebook, Instagram, LinkedIn)
- Good general IT skills (Microsoft 365, shared drives, file organisation)
- Strong proofreading and attention to detail
- Good attention to detail and strong organisational skills
- Ability to work on several tasks at once and meet deadlines
- A collaborative, flexible approach and willingness to support colleagues
- Commitment to equality, diversity, inclusion and accessible communication
- A good knowledge and understanding of the PDA Profile of Autism
- Understanding of safeguarding responsibilities and the ability to follow the charity's safeguarding policies and procedures

Desirable

- Experience in a marketing or fundraising role within a charity
- Understanding of basic analytics (reach, engagement, impressions) and how to use insights to improve content
- Awareness of accessibility best practice (alt text, captions, inclusive language).
- Awareness of and/or lived experience of neurodivergence and PDA
- Experience with WordPress websites
- Experience with fundraising databases and/or CRMs
- Personal or lived experience of the PDA profile of autism
- Ability and willingness to develop own understanding of PDA, Autism, keeping up to date with the latest terminology, research and recommendations for support



Application process - how to apply

The application process is broken down into two stages. If you have any questions about the role, or process or need additional guidance to complete this application, please contact recruitment@pdasociety.org.uk.

Applicants must be eligible to live and work in the UK.

Stage 1

Because we receive a high number of applications, we ask candidates to complete two short skills-based exercises instead of a traditional application form. We've chosen this approach because it's more inclusive: anyone with the right skills can apply, regardless of background or qualifications, and we can shortlist without bias as no personal data is included. It also gives you a feel for the role.

Exercise One: Draft a Facebook post explaining what PDA is for parents with no prior knowledge. You don't need to create an image, but you may include a stock image and/or alt text if you wish.

Exercise Two: Draft an email to our supporters asking them to set up their first regular donation. You may find it helpful to look at the activities on our website.

These tasks are designed to take no more than 45-60 minutes in total. We do not expect polished design work — we are looking for your approach, tone, and clarity.

Please email your two exercises to recruitment@pdasociety.org.uk as separate documents, named with the task number and your name. In your covering email, please say how long the tasks took you. Please don't send a CV or application form at this stage.

We will score your exercises against the 'your experience' criteria, as well as your audience-focused communication and attention to detail.



In line with our Equality, Diversity and Inclusion Policy, we also ask all applicants to complete our anonymous demographic monitoring form, which is kept entirely separate from your application. Please see the link here to complete the form: [demographic monitoring form](#).

Application process -shortlisting

Once we've created our shortlist, we'll invite those candidates to complete an application form. The information you share about your communications experience will help us decide who to invite to interview.

How we shortlist:

We use a score sheet to make the process as fair and consistent as possible. In stage one, we score your exercise against the full 'your experience' list, looking at accuracy and how well your communication examples work for their intended audience. We don't take your address or any qualifications you chose not to include into account. If there's something important you want us to know, please make sure it appears in your exercise.

Two people will score your application independently before meeting to agree a final score.

We haven't specified where your experience should come from because we genuinely welcome applications from anyone who can show they can do the job. You don't need a degree or specific qualifications. Experience from work, volunteering, personal projects, or informal collaboration all counts.



We are a Disability Confident organisation committed to fairness and to building a diverse, representative team. If you choose to share information about experiences of structural inequality, the scoring team will actively consider how to ensure this does not disadvantage you. We warmly encourage applications from people whose backgrounds and experiences can help us better support the PDA community.

Application process - the interview

Stage 2 - The interview:

If you are invited to interview you will be asked if there are any adjustments you would like us to make to give you the best possible chance to do well. We are motivated to see you at your best so please let us know how we can support you to be as comfortable as possible. The interviews will take place online.

You will be sent a briefing about what the interview will look like, who will be there and what the interview questions will be.

We know that many applicants will have caring responsibilities. We will try to be flexible in arranging interviews for times that work around these. If you need further flexibility or adjustments, please do ask.

We hope to be able to decide on who we would like to appoint after the first interview, however if there are several excellent candidates you may be invited to attend a second online interview prior to a decision being made. Further details will be supplied at that time.

If you are not shortlisted for interview, you'll receive an email explaining what made shortlisted candidates stand out. As a small organisation we can't offer individual feedback, but we hope the overview feels appreciative of your time and is helpful for future applications.

Thank you for reading our information pack.
We look forward to receiving your application!

Contact us

www.pdasociety.org.uk

recruitment@pdasociety.org.uk