

Hello, and thank you for your interest in this exciting new role.

Here's some information to help you get a feel for what it may be like to work with us and what we think the future of Day One Trauma Support's communications function could look like.

About Day One Trauma Support



Day One is the only national charity dedicated to supporting anyone affected by any type of catastrophic injury. We provide practical, emotional and financial support to adults and children as well as their families and loved ones.

Our mission is to help anyone affected by catastrophic injuries to piece their life back together – from day one and for as long as it takes.

Our caseworkers work alongside NHS clinical colleagues in Major Trauma Centres (currently primarily in the North of England), delivering face to face support in the aftermath of a major physical trauma. We also provide remote support across the UK, through our national support line and website.

With caseworkers in seven major trauma centres, a growing base of supporters and a passionate team of staff and volunteers, we are making a real difference to people at a time when they are extremely vulnerable and need rapid access to a range of practical and emotional support interventions, and our services are in high demand.

You can learn more about Day One Trauma Support [here](#)

It's such an exciting time to join an ambitious rapidly growing national charity!

What we'll need from you

This job is all about supporting the communications team in raising the profile of Day One, primarily on social media and with a focus on short-form video content.

You'll need to be a great communicator and creative thinker with a passion for making great digital content. You will work closely with our service users, volunteers and staff to make compelling content for social media in both written and video form.

You will need to be creative, proactive, empathetic and adaptable. Working closely with our fundraising and communications team, you'll ensure people remain at the heart of our work by telling powerful stories that resonate with our audiences and effectively communicate the impact of major trauma and the support Day One provides. As we are a small organisation, you will need to be ready to support the wider team with fundraising and service delivery projects.

RECRUITMENT PACK

Communications Assistant

Who you'll be working with

You'll work as a key member of our friendly, experienced and enthusiastic communications and fundraising team. We're a small, hard-working team with big ambitions, but we still make the time to support each other. You'll be line-managed by me (Digital Communications Officer), and work alongside our Communications Manager Dave and Marketing and Communications Officer Harriet. You'll be supported by our Fundraising and Communications Director, a supportive SLT and board of trustees, and work alongside six fantastic fundraising colleagues.

This position is new for the charity, so there is lots of scope for you to carve out the role and make it your own. We'll support you, so together we can become *the* charity that communication professionals want to work for: because of the impact we have on the lives of major trauma patients and their families, our inclusive culture, professional development opportunities and exceptional communications.



Callum Campbell
Digital Communications Officer

How to apply

Apply using [Charity Job](#)

Upload your CV and a supporting statement, in written and/or video form, demonstrating how you meet the criteria and outlining why you're interested in the role. Please include any examples of projects that you've worked on which you would like to share in your supporting statement. This can include relevant projects from your professional or personal life. To send a video as part of your application, please use wetransfer.com to send your file to people@dayonetrauma.org Please include your full name in the message.

Contact Callum if you have any questions about the role before applying:
callum.campbell@dayonetrauma.org

Closing date: Sunday 12 January 2025

Online interview date: tbc - w/c 20 January 2025

Job description

Overview	
Job title	Communications assistant
Reports to	Digital Communications Officer
Hours	37.5 hours Some evening and weekend work may be required – we offer flexible working
Contract	12-month fixed term contract, subject to a three-month probationary period
Salary	£24,570 - £25,750 per annum
Location	Home-based, commutable to Leeds. The post will require travel to other areas. All travel costs will be reimbursed.
Benefits	25 days per year, plus your birthday and Bank Holidays. Auto-enrolment into pension scheme; 5% employer contribution, 3% employee contribution, with the option to increase or opt out; £250 budget for suitable equipment to enable home working; Specsavers eyecare vouchers and Bupa flu vaccines; employee assistance programme.
Purpose of the Role	
<p>To support the communications team in raising the profile of Day One, primarily on social media and with a focus on short-form video content.</p> <p>As a staff ambassador for Day One, championing our values and behaviours and being committed to the difference that Day One makes is essential. The role sits within our Fundraising and Communications Department and will support the wider team.</p>	
Key Responsibilities	
<p>The post holder’s primary duties and responsibilities are as follows:</p> <ol style="list-style-type: none"> 1. Create content for Day One’s social media accounts, website and email marketing 2. Create video content for Day One’s social media channels and YouTube 3. Work closely with Day One’s Services Team to identify patient stories which demonstrate the charity’s impact 	

4. Write case studies and 'stories of recovery' based on the experiences of our service users and volunteers
5. Support the management of Day One's social networks
6. Support the management of Day One's paid advertising campaigns on social media
7. Assist the communications and fundraising team with various tasks including:
8. Assisting with events marketing
9. Assisting with website content creation
10. Supporting digital fundraising
11. Support the wider Day One organisation with effective communications

Other

Development of this role

The job description is subject to future review. The post holder is expected to contribute towards determining the future content of this role in the best interests of the charity as it develops and grows. We will provide training and continual development opportunities.

Equality, Diversity & Inclusion

Day One Trauma Support is proud to commit to creating and celebrating a diverse and inclusive team to deliver the best quality service that we can. The people we support are unique, and we want you to be too. We are a welcoming and inclusive employer providing a family friendly and flexible environment. We are supportive of everyone regardless of their background. We'd like you to be able to bring your authentic self to work. We really value that. Be you!

Disclosure & Barring Service

If you are offered a position, you will be required to undertake a DBS.

Working on hospital sites

While your contract of employment is with Day One Trauma Support, when you are working on site at NHS Trusts you must comply with any site rules, protocols and measures that are in place on that site or specific to the work you are undertaking. These will be discussed with you and will form part of any agreements between Day One and the respective NHS Trust/s.

These may include for example:

- Access and infection control
- Health and safety
- Confidentiality
- Patient protocols

Person specification

	Criteria	Identified Through:
Knowledge & Experience		
Essential	<ul style="list-style-type: none"> • Demonstrable experience working in a similar role or equivalent qualification • Experience creating video content for social media, particularly Instagram and/or TikTok • Experience producing video content for YouTube • Experience of using storytelling to increase engagement with key audiences • Experience targeting different audiences on social media 	CV / Interview
Desirable	<ul style="list-style-type: none"> • Graphic design experience • Experience working with vulnerable people • Experience of working with external suppliers • Experience of creating and managing paid advertising content on social media • Experience of working or volunteering for a charitable organisation 	CV / Interview
Skills & Attributes		
Essential	<ul style="list-style-type: none"> • Excellent verbal communication • Interpersonal and stakeholder engagement skills • Great written communication • Organisation skills and time management • Strong team working skills • Video production skills • Excellent IT skills (Microsoft Office, video editing software e.g. Resolve or Premiere, social media management platforms e.g. Hootsuite, basic design software e.g. Canva) • Reflect Day One's values in all work 	CV / Interview
Desirable	<ul style="list-style-type: none"> • Other useful IT skills, including CRMs and email marketing platforms, e.g. Mailchimp 	CV / Interview
Education / Qualifications		

RECRUITMENT PACK

Communications Assistant



Essential	<ul style="list-style-type: none">N/A	N/A
Desirable	<ul style="list-style-type: none">Degree or other qualification in a related field, e.g. media, marketing, video production, etc.	CV