



DEMENTIA
CARERS COUNT
Supporting Family Carers

Recruitment pack

Communications & Digital Engagement Officer

June 2024



7-14 Great Dover Street
London
SE1 4YR



020 3540 0700
@DemCarersCount
dementiacarers.org.uk

Dear Candidate,

We are delighted that you are considering applying for the role of Communications & Digital Engagement Officer at Dementia Carers Count. We hope that, as you read the information in this pack, you will be inspired to see how your experience and skills can help us achieve our goals.

We are in the midst of an unprecedented social care crisis. At the heart of this are the millions of unpaid carers who look after friends and relatives with little recognition or respite. At Dementia Carers Count, we stand for them. We campaign for change, provide practical and emotional support, and through our new commercial service we are working with businesses to provide tangible help for dementia carers throughout the UK. 2024 marks a key milestone for us, as we launch our new strategy to grow our activity and impact.

We're looking for someone with a breadth of experience, who has a willingness to support others and learn new skills. The role can be based anywhere in the UK, with attendance at occasional in-person meetings, typically around once a month, and usually in London.

We're a small team, passionate about making a difference for dementia carers. If you believe you have the skills and experience to join us, then we'd love to hear from you.

Best wishes,



Julia Mazorodze
Director of Comms & Growth



Job Description

- Job Title:** Communications & Digital Engagement Officer
Reports to: Marketing and Communications Manager
Contract: Permanent contract
Hours: 35 hours / week (28 hours / week considered, core days Tuesdays and Thursdays, minimum 4 days)
Salary: £32,000 FTE pa
Location: Remote with periodic days in London required

Job purpose

To support and deliver effective communications, including marketing and digital engagement activities, which raise awareness of Dementia Carers Count and foster connections with our community of carers, campaigners and donors. Your work will help us reach and support more carers, raise funds and campaign for changes which will ensure that no dementia carer feels isolated, invisible or alone.

Key responsibilities

- Understand our cause, linked issues, and how these are publicly perceived
- Horizon scan to spot social and news trends as well as potential influencer targets
- Manage our social platforms, keeping abreast of media and public zeitgeist about our cause and related issues. You will design and deliver paid advertising campaigns and monitor, respond, share, engage, comment on posts, according to our guidelines and with responsibility for reputation management
- Share audience insights with colleagues to ensure effective stewardship of all our defined audiences
- Support development of media relationships. You will curate press and media lists and respond to media queries, with shared out of hours responsibility.
- Draft statements and press releases and pitch ideas for articles and features, developing copy as needed and tracking coverage
- Support user-led story telling as part of content creation, including interviewing carers about their experiences and identifying opportunities to share carers' voices in our materials
- Draft website copy and develop assets for digital use and printed materials which communicate our key messages and brand and which support specific campaigns
- Review and monitor evaluation and reporting metrics to provide regular and campaign-based management information relating to the success of digital and media activity
- Support effective cross-organisational internal communication
- Adhere to all relevant legislative and regulatory obligations relating to marketing, digital and communications
- Carry out other duties commensurate with this post as requested.

Experience / Skills / Knowledge

Experience - essential

- Proven use of creating successful email or social media content or campaigns in the areas of awareness, behaviour change or donation, across a range of platforms, for example YouTube, X, Facebook, Instagram, WhatsApp, LinkedIn etc.
- Proven ability to communicate with relevant audiences across digital channels, while maintaining an accurate brand spirit and consistent tone of voice
- Digital marketing campaigns using social media, paid and organic, search engine optimisation (SEO)
- Analysing content performance to optimise campaign activity
- Use of WordPress CMS or similar website content management systems
- Successfully working as part of a smaller organisation

Experience - desirable

- Working with people with lived experience to create content
- Excellent copywriting skills and understanding of accessibility within a digital context
- Experience of Google Grants account management
- Use of email marketing software, such as Campaign Monitor
- Demonstrable experience of building media relationships and securing coverage
- Working in a matrix team with suppliers/agencies including freelancers
- Lived experience as a carer for someone with dementia

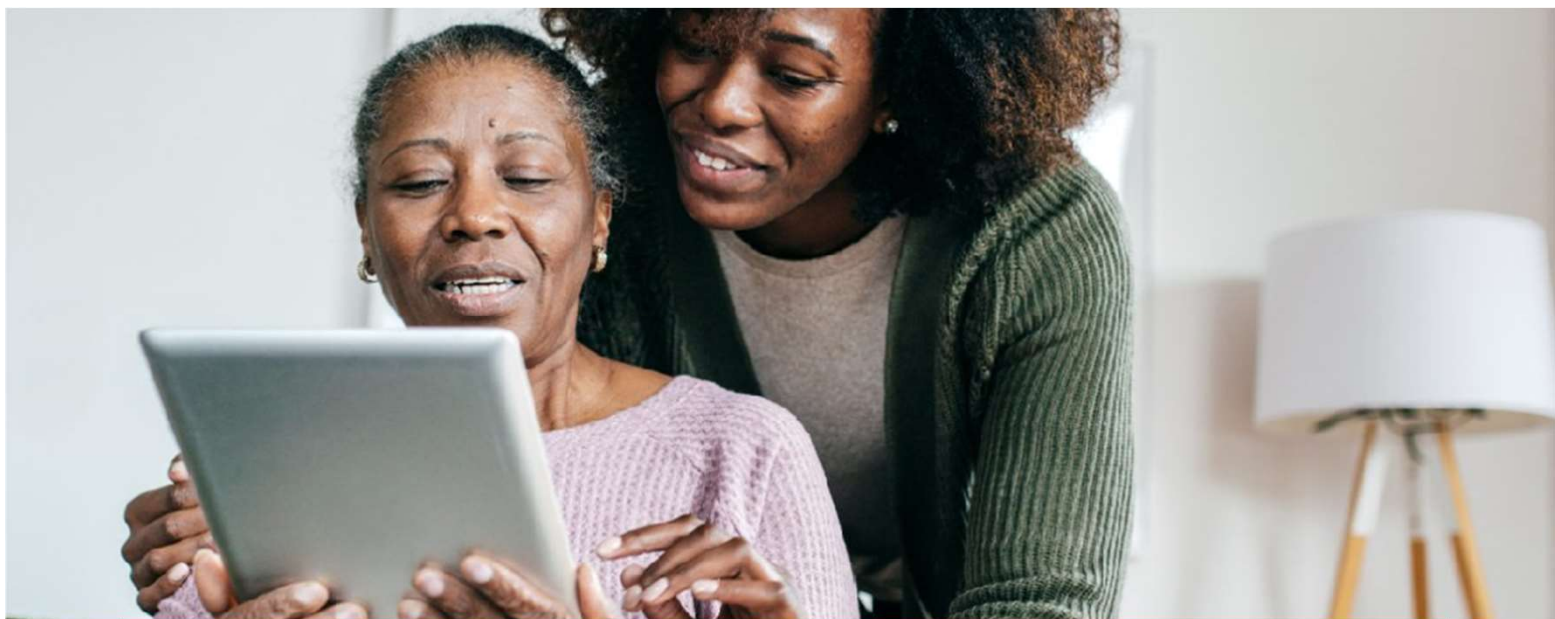
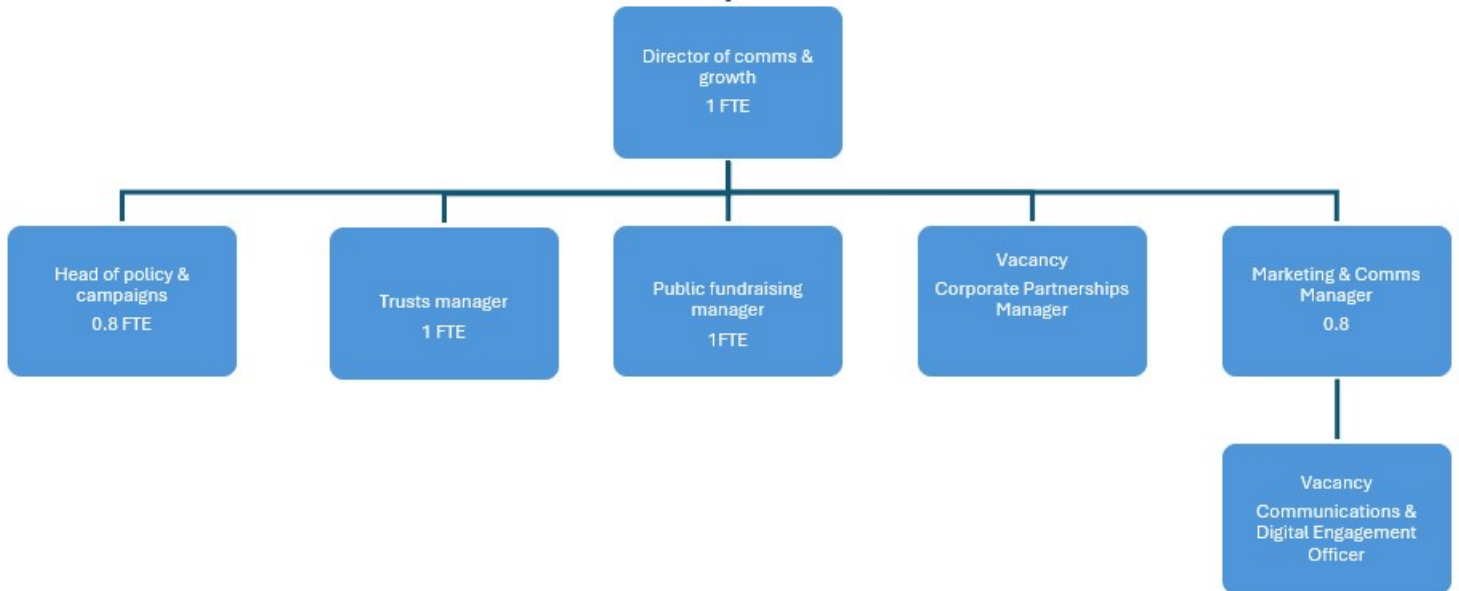
Skills, abilities and knowledge

- Self-starter – confidence to test and learn online and confident managing own time to meet targets and deadlines
- Excellent digital storytelling skills
- Knowledge of social media management tools including social listening, scheduling and sentiment analysis
- Experience of using Adobe Creative Cloud apps or similar e.g. Canva for design / content production
- Knowledge of marketing best practice and data protection rules and regulation
- Target-focused and results-driven with an ambition to drive activity forward.
- Excellent organisational, prioritisation and time management skills.
- A flexible, creative and solutions-focused approach to problem-solving.
- Commitment to personal learning, development and improvement.

- **Annual Leave** 27 days plus bank holidays (FTE), plus the option to purchase additional leave
- **Workplace Pension** with up to 6% employer contribution
- **Group Life Assurance**
- **Health cash plan** - with money back on healthcare such as dental, optical and therapies
- **24/7 Employee Assistance Programme** - access to counselling, advice line and other wellbeing support.
- **Enhanced Company sick pay policy**
- **Enhanced carers, family and other leave**
- **Remote working** – we are a remote-working organisation, so the role can be carried out from anywhere within the UK, although attendance at some face-to-face meetings is required, this will be fairly minimal and includes quarterly all team meetings and occasionally meetings with colleagues, partners or journalists, normally in London. Travel costs are paid.
- **Flexible working** – we are committed to adapting how we work to allow employees to thrive inside and outside of work. We welcome applications from candidates wishing to work full time or part time and will consider other flexible options including compressed hours.
- **A commitment to support your learning and development**



Team chart



Closing date: Monday 15th of July

If you would like to apply for this position, please apply by submitting your CV along with answering the following questions to hr@dementiacarers.org.uk

1. Why are you interested in applying for the role and why do you think you would be a good match for it?
2. Can you share details of your most successful digital marketing campaign and what you learnt from it?
3. What do you think the key opportunities are for DCC to reach more carers and potential fundraisers online?

Assessment Process

There will be a two-stage interview process. First interviews will be remote and second round interviews will be in person. Candidates invited for a second round interview will need to complete a task in advance.

We will actively interview for this role and are ready to hire as soon as we find the right person.

First round interviews will take place on or before Thursday 18th July and second round interviews will take place on 25th July or before the end of the month.

If you are interested, please submit your application as early as possible.

If you would like to have an informal chat about the position, please contact hr@dementiacarers.org.uk and they will set up a call for you with our Marketing and Communications Manager.

Questions

For queries or to have an informal discussion regarding this post, please contact hr@dementiacarers.org.uk

Right to work

To be considered for this role, you must have an existing right to work in the UK.

DBS

The successful candidate will be asked to do a basic DBS check, and an offer will be contingent on the result. A conviction does not rule you out. We will make a judgement about suitability based on the age of the offence, its seriousness, relevance to the role and any pattern to offences. The charity NACRO provides further information on employment for those with criminal convictions, which can be found by searching for Nacro Criminal Conviction Employment. We follow the [DBS Code of Practice](#)

DCC is committed to providing inclusive services accessible to everyone – regardless of who they are. We are also committed to embracing equality, inclusion and encouraging diversity amongst our team which is demonstrated through our employment policies, procedures and practices. Our ethos is to respect and value people’s differences and to help everyone achieve more at work, as well as in their personal lives, so that they feel proud of the part they play in our success. Our aim is that our team will be representative of all sections of society and each person feels respected and able to give their best.

Our equality & diversity monitoring forms will be kept separately from your application and will not be linked or identify you as an individual. We will use the data to monitor the diversity of candidates.

You can find further information on Diversity, Inclusion and Belonging at DCC on our [Website](#).

DCC is a ‘Disability Confident Committed’ employer, and we aim to offer an interview to any candidate that tells us they have a disability and meets the minimum criteria for the role. Should you wish to disclose this information please do so by adding this to the body of your email to hr@dementiacarers.org.uk along with your supporting application document.



Thank you very much!

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