



**Epilepsy Society
Recruitment Pack
Communications Manager (Interim)**

Welcome

Thank you for your interest in joining us in the External Affairs team as a Communications Manager at the Epilepsy Society. It is an exciting time to join us as we embark on our strategy to leverage our USP as an expert provider in social care for people affected by epilepsy. Epilepsy Society is an ambitious and passionate place to work. I hope you will be inspired by what we do and recognise our potential to do even more.

This is vital role - you will be joining an enthusiastic, high-performing team that likes to work hard, but have fun whilst doing so.

We hope this pack will give you a clear picture of what the role of a Communications Manager within External Affairs is all about, what it is like to work at the Epilepsy Society and to assess whether you have the right skills and experience to apply.

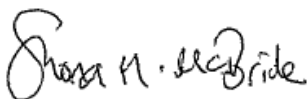
Please do feel free to contact the Recruitment Team to discuss any aspect of the role. We would be delighted to hear from you.

The Epilepsy Society is a person-centred charity and our commitment to equality, diversity and inclusion means we welcome applications from the widest possible range of people who meet the requirements of the role.

Our people are what makes us great, and we hope, once you have read this pack, you are inspired to make an application. If you still have questions my contact details are on the last page.

We look forward to hearing from you and good luck with your application.

Yours sincerely



Shona McBride
Head of HR

Working at Epilepsy Society

Our vision is for a world where epilepsy is irrelevant and people with epilepsy lead the lives they want to lead. We are the UK's only charity transforming the lives of people with epilepsy through world-leading research, advocacy and care. We put people at the heart of everything that we do.

We are fortunate our world-leading research centre is already transforming the lives of many people with epilepsy, and we naturally want to bring this opportunity to thousands more. We have ambitions to change the world in many ways for people with epilepsy. Ambitions that are shared by our partners at UCL and UCLH. We campaign, run a helpline service, disseminate epilepsy information and care for over 100 people with complex neurological needs.

We benefit from a valuable country estate in Chalfont St Peter where we have been located for 130 years since the Charity was founded in 1892. This is where you will have the opportunity to work alongside world-renowned research scientists.

Benefits of working at Epilepsy Society:



27 days holiday



Pension scheme



Retailer discounts



Reward and recognition schemes

Why we exist.

600,000 people in the UK live with epilepsy which is around 1 in 100 people. 87 people are diagnosed with epilepsy every day and 1 in 3 people can't gain seizure control through available treatments. Tragically there are 1,000 epilepsy related deaths each year. Anyone can develop epilepsy: it happens across all ages and races. Epilepsy is most commonly diagnosed in children and people over 65. There are over 40 types of seizures so just knowing that a person 'has epilepsy' does not tell you very much about their epilepsy and the type of seizures they have. Epilepsy is more common than Multiple Sclerosis and Parkinson's.

About us

We are a great team and a wonderful organisation to work for. Our organisational values, CAIRO, are as follows:



Accountable



Respectful



The charity's mission is: "To enhance the quality of life of people affected by epilepsy by promoting public awareness and education, by undertaking research and by delivering specialist medical care and support services."

Epilepsy Society's Vision is a full life for everyone affected by epilepsy.

We want everyone affected by epilepsy to have the best opportunity for a full life – as free from seizures as possible.

We set out to make a difference to every person affected by epilepsy whatever their background, however seriously it affects them, and whether they have the condition themselves or are close to someone with epilepsy.

Employee Benefits & Information

Holiday entitlement	27 days holiday + Bank Holidays. Opportunity to buy/sell annual leave and ability.
Pay date	25th of every month (or nearest Friday)
Pension	4% contribution to group pension scheme with 5% contribution by employee with the option for employees to contribute more
Death in Service benefit	2x annual salary
Employee Assistance Programme	A 24/7 free phone confidential employee assistance programme and helpline available for counselling, financial and legal advice
Purple Rewards	Access to shopping discounts and cashback with thousands of retailers such as M&S, Boots, Tesco, Superdrug
Length of Service Awards	Length of service recognition
Salary Finance	To support you with your money all year round
Big Y-es	Recognition scheme for those employees who go above and beyond by living our values
Refer a Friend Scheme	If you refer a friend, who is hired, you receive £250 (conditions apply)
Car parking	Free on-site parking
Professional Membership	You may be eligible to claim a professional body annual membership/subscription
Coffee shop	On-site coffee shop 'The Phoenix Café' which sells an array of hot and cold meals, snacks, drinks, and refreshments. Ideal for breakfast or lunch.

Job Description & Person Specification

Job title: Communication Manager (Interim)

Department: External Affairs

Reports to: Head of External Affairs

Job purpose: We believe people with epilepsy should lead the life they wish to lead, free from stigma and with the best possible seizure control. We want to increase public understanding of epilepsy and the impact of living with seizures. We want epilepsy to be recognised as a major condition and to receive the same investment in healthcare and research as other neurological conditions. Significantly, we want to halve the number of people who die from epilepsy in the next 10 years.

Your role will be to help raise the profile of the charity through media and broadcasting outlets, social media and through digital and print communications. As the charity's in-house news outlet you will work on stories with the medical team, care service managers, the Head of External Affairs and Helpline and Information Manager, freelance graphic designers and printers. You will be responsible for sharing our research and illustrating the impact of our work in supporting people with epilepsy.

The post holder should demonstrate our people values of CAIRO (Caring, Accountable, Improving, Respectful and Open.)

- Key accountabilities:
- Work closely with relevant stakeholders to implement the content strategy and plans across all of our digital and print channels to engage our audience, build our supporter base and shape the decision making of key stakeholders
 - Translate scientific and medical research papers into layman's terms for disseminating to stakeholders and raising the profile of our research. Through all our channels (print, digital and events), raise awareness and the profile of our medical and research expertise.
 - Through the production of high-quality content, establish epilepsysociety.org.uk as the destination for breaking news, exclusive features and in-depth analysis for epilepsy-related issues. Bring these stories to life using video, infographics, pictures and audio.
 - Work with the Head of External Affairs to write and produce the charity's flagship magazine, *Epilepsy Review*, working with external designers and printers.
 - Work closely with the social media team to share stories and amplify the key messaging of the Epilepsy Society.
 - Work across the organisation to produce reactive press statements, as required, and work with the Head of External Affairs to monitor and respond efficiently and effectively to early signs of a media crisis.
 - Work closely with and line manage our digital communications officer.

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- Support the Head of External Affairs to write and produce Epilepsy Review, Epilepsy Society's magazine for people affected by epilepsy. To produce creative, meaningful and engaging editorial content that will meet the needs of the magazine's key audiences: people with epilepsy, their carers/families, health professionals and Epilepsy Society stakeholders.
- To research and write articles, developing the regular features of the magazine -e.g. news, features, opinion pieces, research updates, Epilepsy Society campaign stories.
- To write and produce publications/printed/digital materials that are the responsibility of the external affairs team, including campaigning materials.
- To edit and proof-read relevant organisational documents.
- Work closely with our policy team to raise the profile of the charity's key campaigns through national media coverage and help to identify future campaigns.
- To ensure that the news and blog content of the website is well written, accurate and up to date.
- To manage the development of content across all digital platforms including social media, email and websites. To proactively source and edit new content and incorporate this into the website at appropriate times. To create digital content such as podcasts and videos.
- React to insight from analytics and adapt to internal and external feedback.
- To seek ways to ensure that all web content is produced in a way that allows for good ranking in organic search engine listings.
- Work with in-house and freelance contributors to produce high quality content on a daily basis.
- To co-ordinate coverage of events including arranging interviews, filming events and publishing videos and pictures.
- Monitor the media and be responsive to the news agenda.
- Respond to media enquiries; prepare comments from the organisation; write and distribute press releases; arrange for broadcast media interviews with the charity's spokespeople, as opportunities arise.
- Actively seek opportunities to raise the profile of Epilepsy Society in the media and through broadcasting and increase epilepsy awareness.
- To provide the out-of-hours ability to respond to a breaking news story through our own channels, and out of hours monitoring of social media (rota with colleagues).
- To build an effective database of case studies.

Skills, expertise & qualifications

Essential

- An understanding of epilepsy
- An ability to explain complex, medical/clinical issues in a simple and straightforward way
- Ability to use Microsoft office Word, Excel, Outlook and Power Point
- You'll be experienced in delivering work in a multi channel environment (digital and print)
- You will have excellent communication skills combined with project management, creative flair and an unrivalled eye for detail
- Demonstrable experience in writing, editing and producing a range of materials for different audiences
- Experience of writing and editing for the web with knowledge and practice of search engine optimisation
- Experience of proactively creating news and responding to the news agenda with great agility
- Experience of crisis and reputation management

***The above is not an exhaustive list of every task a post holder may need to perform.**

Desirable

- Experience of professional copywriting, especially for a wide variety of audiences
- Ability to use software skills including good working knowledge and experience of using Adobe Creative Suite (Indesign, Photoshop, Illustrator) and CMS

Salary:

£40,000 - £45,000 per annum depending on experience

How to apply:

We hope you will consider making an application. Please click apply within the job advert, uploading your CV.



Good luck with your application. We look forward to hearing from you.