



Communications Manager

Job Pack – February 2025





We're getting to grips with guts. Will you join us?

Thank you for your interest in joining our team at Guts UK.

Guts UK Charity is committed to a world where **digestive conditions are better understood, better treated and everyone who lives with one gets the support they need**. Too many people are suffering or dying in silence or alone. They don't know where to turn for information or support, diagnosis takes too long for many, and treatment can often come too late.

We are the only UK charity funding research into the digestive system from top to tail, covering the gut, liver and pancreas. We raise vital awareness of digestive conditions, fund life-saving research, and provide patients and loved ones with expert information and support - we are informed by evidence and expertise, our community, and the patient voice.

Our Board of Trustees recently approved a new five-year strategy, and we have big ambitions for the future. We are seeking a **Communications Manager** who shares our passion for helping the UK get to grips with guts; someone whose skills, expertise, and dedication to our cause can help us reach even more people.

This is a very exciting time to be joining Guts UK. We look forward to hearing from you.

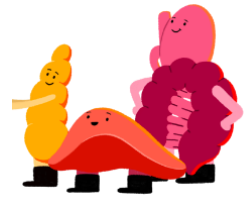


Suzanne Hudson, Chief Executive

Who are Guts UK Charity?

Guts UK is the charity for the digestive system

People are suffering. People are dying.
All because of a lack of knowledge about our guts.



Guts UK is the only charity that covers the digestive system from top to tail, including the gut, the liver and the pancreas. We work actively and collaboratively with other charities across the UK. However, with our own limited resources, we choose to focus particularly on the conditions that have no other specific charity or voice - conditions that are underserved, such as pancreatitis, diverticular disease, irritable bowel syndrome (IBS), childhood gut and liver disease, and digestive cancers.

Our vision is a world where digestive conditions are better understood, better treated and everyone who lives with one gets the support they need.

Our mission is to improve the lives of the millions of people affected by digestive conditions.

We deliver this through **three objectives:**

Providing expert information: when armed with the right information, patients can take control of their health and make informed decisions. We provide evidence-based information and guidance to patients, carers and health care professionals.



Raising public awareness: Research shows that 58% of people are embarrassed to talk about their digestive conditions or symptoms. We run campaigns and events to spread awareness and education to empower people to speak up and seek help.

Funding and driving research: We fund awards, grants, prizes and fellowships into the entire digestive system. We involve our patient panel in all our research decisions and in our work on policy, pathways and treatments, and we run Priority Setting Partnerships to ensure research is focused in the areas that will drive the most difference.



Being part of our team



Pay and progression

- We benchmark our salaries and review annually
- We are committed to training and development for all team members and have a budget to support external training and conferences dependent on need.
- We have a performance management process which includes development planning designed to support our employees.

Location and flexible working

- We have offices in London and Huddersfield which are easily accessible by road or public transport. We support hybrid working but attendance in one of the offices is required on an average of two days per week (dependant on your location). If you are interested in the role and have queries about office-base requirements, please contact us to discuss.
- Home working is fully supported, and necessary adjustments can be made as needed.
- As a small national charity, it is important for us to get together in person as a team. Travel and overnight stays are required for team and other days, with expenses and travel costs met by the charity.
- As a small team, we share the responsibility of representing Guts UK at events and conferences. Again, travel and expenses will be met for authorised work activities.

Benefits and wellbeing

- We offer 27 days annual leave each year, with an additional three days off at Christmas and two at Easter.
- Our Employee Assistance Programme provides mental health support, remote GP access, physio and personal training, legal and financial support alongside savings, discounts, and wellbeing training and courses. These free services are available to you and subject to eligibility criteria, family members.
- Income protection and a Group Personal Pension plan (3% employer contribution).
- We pride ourselves on the health and wellbeing support for our team, a few of whom live with health conditions and have agreed reasonable adjustments to support them in their roles.

Communications Officer - Overview

Hours:	Full time, 37.5 hours per week
Salary:	£36,000 - £40,000
Reports to:	Senior Communications Manager
Location:	London (NW1) or Huddersfield (HD1). We are open to flexible working arrangements but a presence in one of our offices is required.

About the role

As Communications Manager you'll champion our charity's work and brand. You'll play a pivotal role in our charity, providing communications support across key areas of Guts UK's work, including information, research and fundraising, as we deliver our new five-year strategy.

You'll have strong leadership skills, be an excellent communicator, and will have a curiosity for keeping up to date with trends and sector developments.

Our ideal candidate will:

- Be a brave and bold communicator who values collaboration and connection, matching our values as a charity.
- Be a skilled, experienced leader who can support our small and talented team to elevate our communications, campaigns and content to the next level.
- Have a natural flare for transforming complex messages into engaging, easy to understand content.
- Have a desire for telling compelling stories that amplify the voices of people affected by digestive conditions.
- Be comfortable working with members of our community to share their experiences with understanding and compassion.
- Be friendly and approachable and will enjoy working creatively and collaboratively within a small team, as well as with external stakeholders.

It goes without saying that you must be able to demonstrate empathy with our cause in your daily work, however, the ideal candidate to join our team is one who has a genuine interest in digestive health or connection to our area of work.

What you can expect from this role:

You'll be working in a team of four alongside the Senior Communications Manager, Communications Officer and Social Media Officer, providing communications support across all areas of our charity.

We can truly say that no two days will be the same - you'll work alongside the Communications team to champion our charity, raise vital awareness of our work,

and manage our reputation. You'll support the planning and delivery of education and awareness events and will work on projects linked to our information support service, research, patient engagement and involvement, and fundraising.

You'll help us to grow and extend our reach, with demonstrable experience planning, creating and delivering high quality, engaging and informative communications, campaigns and content across channels including website, social media and print.

You'll take the lead on media and PR activities for the charity, so significant experience working within an in-house press service is essential.

Job summary:

The key responsibilities of the Communications Manager will be to:

- Support the Senior Communications Manager to oversee all communications and marketing activity for the charity.
- Plan, create and deliver communications, campaigns and events for Guts UK's.
- Develop engaging, informative and creative copy and content for our website, social media, email, magazine, reports and more.
- Support the Senior Communications Manager to develop and deliver a Communications strategy for Guts UK that aligns with and supports the delivery of the wider charity strategy and operational plans.
- Support the ongoing development and management of Guts UK's website; maintain and optimise the site with regular updates and the creation of new content, working alongside website development providers and digital agencies where needed.
- Oversee and create digital newsletter content for various audiences; assess engagement and explore ways to grow our audiences, better target and communicate with specific audiences, and implement improved supporter journeys.
- Work with the Communications Officer to develop our bi-annual magazine, overseeing production and delivery and identifying ways to better communicate with readers and increase readership.
- Work with the Social Media Officer to plan and produce social media content and campaigns, including paid-for content.
- Work with the Communications team to plan and deliver awareness campaigns, including #GUTSelfie and Kranky Panky.
- Work with the Fundraising team to plan and deliver fundraising campaigns and initiatives.
- Support the planning and delivery of online and in-person awareness and education events throughout the year.
- Lead the press function at Guts UK; identify and seek media opportunities, write press releases, manage and respond to incoming enquiries, and monitor media coverage.
- Regularly monitor, evaluate and report on our performance across channels and campaigns to measure success and use data and insights to make

- improvements, making recommendations to increase our reach and impact.
- Build and maintain good relationships with our partners and identify opportunities for collaboration.
 - Provide colleagues with advice, guidance and support with communications requests, and keep the team up to date with recent campaigns, activities and news.
 - Watch, listen and learn from our community; develop strong relationships with people affected by digestive conditions and symptoms, work collaboratively with them to amplify their voices and experiences, inspire them to get involved and support our mission, and ensure that we are representing them through our work.
 - Develop and maintain good relationships with external agencies and suppliers.
 - Ensure the wider Guts UK team adheres to our brand guidelines, including use of language, tone of voice, logos and assets.
 - Represent Guts UK at public events where needed.
 - Contribute to the wider work and growth of Guts UK as a charity.

Person specification:

Experience, knowledge and skills

Previous experience in a communications, marketing or digital role at a senior level is essential. Experience within the charity sector is desirable but not an essential requirement.

- Able to effectively plan and deliver engaging, informative and accessible multifaceted communications and campaigns.
- Able to create exciting and creative content in different formats.
- Able to create and edit high-quality copy for different channels and audiences, translating complex messages or professional content or terminology into understandable, audience-friendly content.
- Experience using content management systems, such as WordPress.
- Experience using a social media scheduling tools, such as Hootsuite.
- Experience using design tools, such as Canva.
- Experience using GA4 and Google Tag Manager.
- Knowledge and experience of SEO.
- Knowledge and understanding of GDPR legislation.
- Knowledge of Microsoft Office 365 and Microsoft Teams.
- Able to prioritise tasks and independently manage your own workload.
- Able to use your initiative and work autonomously within your role.
- Able to work collaboratively with the Communications team and the wider charity team.
- Strong time management skills and an ability to work on multiple projects at one time.
- Excellent interpersonal skills with an exceptional ability to display empathy and compassion.
- Able to develop and maintain positive working relationships with internal and external stakeholders.
- Able to work flexibly and occasionally work unsocial hours on evenings and

- weekends, to meet the needs of the charity.
- Able to occasionally travel between Guts UK's London and Huddersfield offices, as well as other locations across the UK for events, conferences and meetings.

Notes

- Equity, diversity and inclusion (EDI) is integral to all we do, not only for all in our Guts community, but also for our staff and volunteers. The team at Guts UK reflects and understands the experience of and the communities we serve.
- Guts UK is an equal opportunity employer. We welcome applications from people with disabilities and from minority groups.
- If you have a disability which means you are unable to meet some of the job requirements, specifically, because of your disability, please address this in your application. If you meet all the other criteria, you will be shortlisted, and we will explore jointly with you if there are ways in which the job can be changed to enable you to meet the requirements.
- You must be eligible to work in the UK at the time of application. If you are invited to interview, you will be asked to bring the original documentation that proves your right to work in the UK.
- The purpose of this job description is to focus attention on the most important aspects of the jobholder's role. It is not intended to be a complete list of the duties; therefore, it is to be expected that the day-to-day performance of the job will include tasks not listed above. The list of duties for which the jobholder is responsible may reasonably be varied or added to at the discretion of the charity.

How to apply

Hopefully you are inspired to apply for this role and will join us in helping the UK to get to grips with guts. If there is anything else you want to know about the role or our charity that hasn't been covered, please email Jade Keay, Senior Communications Manager, at jkeay@gutscharity.org.uk.

- The closing date for applications for this role **Monday 10th March** but we will shortlist applicants on a rolling basis.
- All applications should be submitted online through **CharityJob**. We request a CV and a cover letter explaining your skills, experiences and what you will bring to the role. Please include the office base you would like to work from. CVs will not be accepted without a covering letter.
- If you anticipate having problems using CharityJob, please contact us at info@gutscharity.org.uk or on 0207 486 0341. Please be aware that applications will not be accepted through alternative means without prior discussion.

Interviews will be scheduled **w/c Monday 24th March**.

If you have a disability or health condition and wish to request reasonable adjustments at any stage of the recruitment process, please contact **info@gutscharity.org.uk**.