

## Job Advert for Marketing and Communications Manager

Title	Marketing and Communications Manager
Contracted hours	Part-time, in the range of 25 to 30 hours per week
Contract type	Fixed term maternity cover for 8 months with option to extend
Location	Remote (home-based)
Salary	£30,000 - £34,000 pa (pro rata) dependent on experience
Reports to	Head of Marketing and Communications
Start date	November 24

*Join us today and contribute to making a lasting difference in the lives of those we support.*

Dravet Syndrome UK (DSUK) is a small independent UK charity dedicated to improving the lives of those affected by Dravet Syndrome. Dravet Syndrome is a rare neurological condition that affects around one in every 15,000 people in the UK. As well as experiencing severe, difficult-to-control seizures, children and adults with Dravet Syndrome have varying degrees of intellectual disability and a spectrum of associated conditions (known as 'comorbidities'), which may include autism, ADHD, behaviours that challenge and difficulties with speech, mobility, eating and sleep.

The charity was founded in October 2008 by a small group of 30 families. Today, DSUK is a registered charity helping over 550 families with support, education, and research programmes, underpinned by a world-class Medical Advisory Board.

We are currently seeking a fixed term maternity cover for the role of Marketing and Communications Manager. Reporting to the Head of Marketing and Communications, this role has responsibility for creating, managing and implementing high quality communications with a focus on family and fundraiser audiences, aligned to our mission and overall strategy and Marketing and Communications plan.

As part of DS UK's commitment to safeguarding, the postholder is expected to undertake an enhanced DBS check.

### What you will bring

#### *Essential*

- Demonstrable experience in implementing digital communications activities, including experience across a range of social media platforms, working on websites (using WordPress) and using e-marketing (e.g. Mailchimp or similar), understanding Search Engine Optimisation and other aspects of optimising digital comms
- Demonstrable experience in media relations, including writing press releases, working with case studies and successfully pitching and responding to a range of media (online, press, radio, broadcast)

- Demonstrable experience of working in charity, patient advocacy or healthcare sectors
- Ability to deal with people at all levels with empathy, tact and credibility
- Excellent written and verbal communication skills, with an ability to distil large amounts of information and present it in engaging and innovative ways for a variety of audiences
- Demonstrable design skills and knowledge of desktop publishing software e.g. using Canva to create in-house designs for social media, web and in-house materials (leaflets, guides, etc)
- Good understanding of brand, visual identity and corporate communication
- Strong organisational and project management skills, with the ability to prioritise
- Be a self-starter and team player with experience of remote working, and able to work effectively with colleagues using remote technology (e.g. Zoom, Google meets, etc)

#### Desirable

- Membership of a professional body such as Chartered Institute of Public Relations and/or a commitment to continuous professional development

### **Why join Dravet Syndrome UK?**

Join our dynamic and growing charity, where you'll thrive in an exciting and engaging environment. We are proud to be a family-oriented charity experiencing financial growth and fuelled by an ambitious plan for expansion. Our dedicated team is deeply connected to our core audience, and their motivation stems from witnessing our profound impact on people's lives. Working alongside inspiring families, you'll see first-hand the incredible love and dedication they have. Join us today and contribute to making a lasting difference in the lives of those we support.

### **How to apply**

Please email [careers@dravet.org.uk](mailto:careers@dravet.org.uk) to apply by submitting your CV and a covering letter indicating why you are interested in applying for this role and how you meet the selection criteria.

We want you to have every opportunity to demonstrate your skills, ability and potential; please contact us if you require any assistance or adjustment so that we can help make the application process work for you.

The closing date for applications is Wednesday, 25 September 2024, with shortlisting interviews taking place in early October.

### **Our commitment to diversity**

As part of our ambitions to improve equality and diversity, we welcome applications for this role from those who identify under any of the protected characteristics under the Equality Act 2010, which include race, age, disability, gender, religion or belief, and sexual orientation.