



NEONATAL NURSES ASSOCIATION

"THE GREATER THE NUMBER, THE LOUDER THE VOICE"

9 Riverside Walk, Dartford, Kent, DA1 5TN
E: admin@nna.org.uk | W: nna.org.uk

Job description: Communications & Marketing Officer

Role overview

We are looking for a creative, strategic, and community-minded digital content creator & storyteller to increase our reach, elevate our voice, engage our community, and clearly communicate our value proposition. This role involves owning the end-to-end execution of our monthly member newsletter and driving growth and engagement across our social media channels and website.

The purpose of this role is to increase our reach, showcase our impact, spotlight our incredible members, and prove the undeniable value of NNA membership and our wider work.

Key responsibilities

Storytelling & member spotlights: proactively seek out, engage with, interview, and write compelling content spotlighting our diverse members.

Translate their achievements and member experiences into inspiring narratives for both long-form and short-form formats.

Capture, edit and organise photo and video content to build a media library representing neonatal nursing. Organise and label media assets in line with consent, confidentiality and GDPR requirements.

Maintain brand and tone consistency across all communications.

Newsletter ownership: Curate, write, and send our member newsletter. Ensure it balances high-value updates, member and SIG spotlights, and clear calls-to-action that drive retention.

Social media: Plan, create, edit, and publish high-quality, native content for our primary social channels (LinkedIn, Facebook, Instagram). Lean heavily into short-form video and member representation.

Showcase impact: liaise with colleagues, volunteers, Friends and Members to translate data, milestones, and individual/organisational wins into digestible, celebratory content that demonstrates why we exist and why it matters, promotes membership and drives engagement. Support fundraising and sponsorship activity through storytelling and digital engagement.

Audience growth & reach: Implement organic growth strategies to expand our digital footprint beyond our existing membership, positioning us as a thought leader in our space.

Support PR and media activity, including monitoring coverage relating to neonatal care and workforce issues.

Deliver targeted campaigns promoting NNA events, consultations, professional development and national initiatives.



NEONATAL NURSES ASSOCIATION

"THE GREATER THE NUMBER, THE LOUDER THE VOICE"

9 Riverside Walk, Dartford, Kent, DA1 5TN
E: admin@nna.org.uk | W: nna.org.uk

Analytics: Track content performance and use these insights to continuously iterate and improve our content formula.

Website: Work with colleagues to ensure all website content is current, engaging, and optimised for SEO. This includes maintaining and updating our multi-page, multi-function WordPress site, updating plugins, monitoring site performance, and ensuring digital security best practice is followed (e.g., plugin updates, and basic vulnerability checks).

Work closely with colleagues and members to ensure content and digital journeys are meeting their needs through optimised workflows.

Who are we looking for?

Experience & skills

Essential

- Experience in digital content creation, social media and management of a complex website (WordPress).
- A strong storyteller and communicator with skills in copywriting, and the ability to turn real experiences into compelling digital content.
- Good understanding of current social media algorithms, newsletter best practices (MailChimp), and emerging digital trends.
- Ability to interpret analytics (Google Analytics, native insights) and engagement trends to refine and improve content performance and reach.
- Strong understanding of how to optimise content for Instagram, Facebook, LinkedIn, and our WordPress website and MailChimp newsletters.
- Experience running Meta advertising and segmented email campaigns.
- Comfortable working within budgets and optimising cost/time efficiency.
- Able to work within a remote setting and be used to collaborating well with the team and stakeholders via video calls and online meetings.

Desired

- Experience of using a CRM (Beacon or similar).
- Experience of an engaged membership community or newsletter list.
- Experience or knowledge of Google ads.
- Experience with mobile video editing tools.
- Experience of planning and executing successful campaigns.
- Basic mobile video editing skills.
- Knowledge of UK media, healthcare networks or professional communities.
- Interest in neonatal care, workforce wellbeing or healthcare communication.
- Experience in managing relationships with external suppliers.



NEONATAL NURSES ASSOCIATION

"THE GREATER THE NUMBER, THE LOUDER THE VOICE"

9 Riverside Walk, Dartford, Kent, DA1 5TN
E: admin@nna.org.uk | W: nna.org.uk

Qualities

Essential

- Can-do, proactive, go-getter attitude: Positive, energetic, self-motivated and able to drive work forward independently.
- Natural curiosity: Ability to interview members, friends and volunteers, drawing out the "golden nuggets" of their stories, while making them feel comfortable and valued.
- Organised and reliable: Manages deadlines, plans ahead and keeps a content calendar running smoothly.
- Collaborative and ethical: Works well with staff, members and families, understands consent and safeguarding, and handles sensitive stories respectfully and with care.
- Resourceful and adaptable: Finds smart solutions, manages fast changes and makes the most of limited tools and time.
- Mission-driven and brand-aware: Committed to the NNA's purpose and able to keep tone and messaging consistent.
- Committed to equity, diversity and inclusion.

Why Join Us?

Joining the NNA means using your creativity to shine a light on neonatal nursing across the UK. We're a small, committed team with a big national role. Your work will help strengthen the voice, visibility and impact of the neonatal nursing profession.

Your content skills will directly support the neonatal nurses who care for the smallest and sickest babies across the UK and will have an impact on the care received by babies and families.

If you love connecting with people and creating emotive, high-performing stories, we want to hear from you.

This is a remote role, with some travel to meetings and events. We offer flexible working arrangements.