



Epilepsy Society
Recruitment Pack
Digital Communications Officer

Welcome

Thank you for your interest in joining us in the External Affairs team as a Digital Communications Officer 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 External Affairs Officer 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.

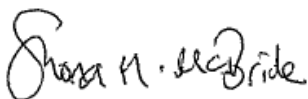
Please do feel free to contact the Recruitment Team to discuss any aspect of the role. We would be delighted to hear from you.

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:



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:	Digital Communications Officer
Department:	External Affairs
Reports to:	Head of External Affairs
Job purpose:	<p>To support the External Affairs team in its role of promoting scientific discoveries, medical services, national campaigns and our reputation by leading on the development and growth of Epilepsy Society's social media channels and digital communications.</p> <p>You will develop social media strategies to expand our reach and impact through Twitter, Facebook, Instagram and LinkedIn. In addition to looking at ways to develop our content sensitively for TikTok and identifying key social influences to engage with.</p> <p>The post holder should demonstrate our people values of CAIRO (Caring, Accountable, Improving, Respectful and Open.)</p>
Key accountabilities:	<ul style="list-style-type: none">• To research, create and prepare content for social media, digital communications and our website, including case studies and news stories and to share and support our fundraising activities including video content• Source, prepare and publish content across various Epilepsy Society channels• Assist colleagues on the development of content• Collaborate with the marketing team, where necessary, to align organic and paid for content• To provide social media statistics on a regular basis• Monitoring, posting and replying on social media channels, including Facebook, Twitter, Instagram YouTube and LinkedIn• To monitor all our social media channels and look in depth at what we achieve on each and where emphasis should be. To compare with other epilepsy charities and other health conditions• To monitor trends in social media, making recommendations where needed to grow our reach• Be on a rota to provide out of hours cover for social media from home• Work with external agencies as required• Prepare video content illustrating our research work• Undertake other relevant tasks as identified by the Head of External Affairs

Skills, expertise & qualifications

Essential

- Excellent organisation and planning skills, including prioritisation and working to deadlines
- Demonstrable ability to write content for social media and digital communications
- Excellent IT skills, including Microsoft Office
- Ability to use Adobe Photoshop for creating and editing images and digital graphics
- Experience of working with online communities and creating digital content for a variety of platforms (eg X, Facebook and TikTok)
- Experience of working in digital and/or marketing content roles
- Able to demonstrate your success at creating and delivering social media strategies for specific projects which increased audience engagement or conversion
- Ability to work in a demanding and fast-paced environment
- Good interpersonal skills across all platforms
- Constructive 'can do' attitude

Desirable

- Understanding of and empathy for people living with a long-term health condition
- Experience of working in a marketing/communications team
- Experience of working in the charity or healthcare sector
- Experience of using content management systems
- Ability to use film editing programmes such as iMovies
- Experience of using social media for professional use
- Awareness of accessibility guidelines

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

Salary:

£28,000 - £30,000 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.