

**We've ambitions to change so much, to improve support for endometriosis – are you the Senior Communications and Campaigns Officer we need to help us?**

Thank you for your interest in the role of Senior Campaigns and Communications Officer at Endometriosis UK.

Endometriosis impacts the physical and mental health of 10% of women and those assigned female at birth, from puberty to menopause - although the impact can be felt for life. Yet it's a disease most people have never heard of, do not understand and that has no cure. It costs the UK economy around £8.2 billion every year in healthcare costs, loss of work and treatments and yet it isn't recognised by most employers. As the UK's leading charity for all those affected by endometriosis, we're determined to change this and ensure that everyone gets prompt diagnosis and the best treatment and support.

We've big ambitions in our strategy, focused on better supporting those with endometriosis, driving down diagnosis times, campaigning for improved treatments and access to services, raising awareness, and leveraging more money into research. We place people with endometriosis at the heart of all we do. If we get our work right, we really can make a difference to the 1.5 million women and those assigned female at birth with endometriosis in the UK – and all those diagnosed in the future.

We are looking for a highly organised, pro-active and confident Senior Communications and Campaigns Officer to manage our press office, running it to the highest standard. You'll have an eye for a strong story, and will be confident in pitching stories to press and drafting press releases. You will be responsible for raising the profile of endometriosis in the media and ensuring Endometriosis UK is the go-to voice on menstrual health and endometriosis issues.

You will also be a passionate and creative campaigner who has demonstrable experience of developing and delivering successful public awareness campaigns. You'll enjoy working as part of a small but driven communications and campaigns team, who are passionate about driving change for those with endometriosis.

This is an exciting opportunity to help drive Endometriosis UK's work forward and play a key role in raising awareness of endometriosis and driving change for those affected by the disease. We look forward to receiving your application.

Best wishes,



Faye Farthing  
Head of Communications and Campaigns

## **JOB DESCRIPTION**

Job title:	Senior Communications and Campaigns Officer
Reporting to:	Head of Campaigns and Communications
Working hours:	Full time/ 37.5 hrs a week
Location:	Office based (London Bridge), there is an option to work two days week at home dependent on business need
Contract:	Permanent
Annual salary:	£33,000-£35,000 depending on experience (including London Weighting)
Closing date:	5pm on Monday 16th September 2024
Interview Date:	Monday 23 <sup>rd</sup> & Tuesday 24 <sup>th</sup> September, in person at our offices in London Bridge

### **ABOUT US:**

Endometriosis UK is the leading UK charity supporting those living with endometriosis. Formed in 1981, we offer information and support to women and those assigned female at birth with endometriosis, for example through our website and information leaflets, and via our local support groups, Helpline and online forum. As well as directly supporting those with endometriosis, we work to raise awareness of endometriosis amongst healthcare professionals, the public and the media; lobby for improved treatment and management; and support research.

Current campaigns include getting menstrual wellbeing taught in schools across the UK, improving diagnosis times including through healthcare practitioner awareness and education, and for implementation of the NICE guidelines on endometriosis across the UK to deliver better treatment and care. We have a big job to do and ambitious plans.

### **ABOUT THE ROLE:**

This will be a busy, varied and important role working closely with the Head of Campaigns and Communications to raise awareness and increase the visibility of endometriosis and Endometriosis UK, and designing and managing campaigns that really make a difference across the UK. You will be working as part of a passionate team with a strong commitment to achieving change to help those with living with endometriosis.

You'll be creative, resourceful and be able to create and deliver campaigns that make a tangible difference to those with endometriosis. This is an exciting opportunity to help drive forward Endometriosis UK's new strategy and boost our impact for the benefit of everyone affected by endometriosis

### **ABOUT YOU:**

We are looking for a highly organised, pro-active and confident Senior Communications and Campaigns Officer to manage our press office, running it to the highest standard. You'll have an eye for a strong story, and will be confident in pitching stories to press and drafting press releases. You will be responsible for raising the profile of endometriosis in the media and ensuring Endometriosis UK is the go-to voice on menstrual health and endometriosis issues.

You will also be a passionate and creative campaigner who has demonstrable experience of developing and delivering successful public awareness campaigns. You'll enjoy working as part of a small but driven communications and campaigns team, who are passionate about driving change for those with endometriosis.

## **ROLE**

Your key responsibilities in this role will be:

### **Press:**

1. Managing the Endometriosis UK Press Office; acting as the first point of contact for media requests
2. Responsible for the coordination and drafting of press releases, statements and media enquiry responses
3. Monitor daily media coverage relevant to the organisation and providing daily morning media reports, highlighting opportunities for Endometriosis UK to respond and react as necessary across media and digital platforms
4. Secure opportunities for proactive media pieces including features and comments
5. Regularly pitching stories and spokespeople across regional and national press on relevant topics
6. Building positive engagement and relationships with journalists and maintaining media lists
7. Produce evaluation reports of media coverage
8. Working with relevant colleagues across the organisation to quickly develop public statements as needed

### **Campaigns**

1. Working with the Head of Communications to coordinate the overall delivery of Endometriosis Action Month; managing campaigning and communication outputs and supporting the activities of other teams
2. Develop and deliver high impact public awareness campaigns, working with the Head of Communications and Campaigns to identify opportunities and create necessary resources.
3. Supporting the Digital Communications Manager to deliver high impactful social media campaigns, leading on key messaging for campaigns across platforms and materials
4. Coordinating campaigning events
5. Supporting the monitoring and evaluation of campaigning activities

### **Personal stories development**

1. Ensuring patient voices are at the heart of our media and campaigning activities
2. Manage our “share your story” process including regularly managing submissions and coordinating across the organisation as required
3. Identifying opportunities for volunteers and the endometriosis community to share their story across both media outlets and the organisation, ensuring the method of sharing personal stories via the website is GDPR compliant
4. Support volunteers and patients in sharing their story on our behalf and being their point of contact for media interviews, offering media support as required

### **Internal communications:**

1. Coordinating the internal weekly staff update
2. Co-ordinating across the organisation to identify media opportunities
3. Supporting the Digital Communications Manager with newsletters as required
4. Supporting the organisation and team as required with communications and campaign project outputs

### **Celebrities and ambassadors:**

1. Supporting the Head of Communications with our ambassador and celebrity outreach, including identifying opportunities and supporting ambassador relationships
2. Identifying opportunities for the CEO and senior staff to be involved in external activities and media work, to raise the profile of the organisation.

### **Person specification:**

**Essential:**

1. Extensive experience of working in a fast-paced press office, PR agency or other media environment
2. Demonstrable evidence of working on or supporting successful high-profile media opportunities
3. Significant experience of writing press releases on a variety of policy and awareness issues which have achieved good coverage
4. Experience of analysing and understanding complex information, synthesising and summarising this to generate press releases and statements
5. Experience of planning, designing and delivering effective and creative campaigns
6. Experience of working across teams and with colleagues to coordinate press activity and successfully increase awareness and achieve change
7. Experience of writing and pitching stories to press including features and comment pieces
8. Experience of successfully building relationships with press contacts in the UK and national media
9. Excellent attention to detail and accuracy
10. Excellent networking and interpersonal skills
11. Enthusiastic and proactive self-starter and the ability to act on own initiative
12. Strong ability to juggle a wide range of competing demands
13. Excellent ability to work well with other teams, as well as working independently
14. Understanding of living with endometriosis or a demonstrable interest in women's health and empathy with our mission
15. Understanding and demonstrable commitment to equal opportunities, diversity and inclusion
16. Willingness and ability to undertake travel around the UK, and to be able to work flexibly including some weekends and evenings
17. Undertaking any other duties commensurate with the role and general level of responsibility of the post
18. Have the right to work in the UK and be based in the UK

**Desirable:**

1. Experience of working with volunteers and / or colleagues across the UK to achieve change locally, regionally or nationally, including providing localised materials and information to enable others to campaign effectively
2. Experience of working on sensitive issues
3. Previous experience in health, social care or voluntary sector
4. Experience of working with ambassadors and celebrities

This is a full-time, office-based role. There is an option to work two days a week from home dependent on business need.

**How to apply**

The closing date for applications is 5pm on Monday 16<sup>th</sup> September and interviews will take place in person at our Office in London Bridge on Monday 23<sup>rd</sup> and Tuesday 24<sup>th</sup> September. To apply, please send your CV and a maximum 2-page cover letter outlining how you meet the person spec and why you are interested in this post to: [assistant@endometriosis-uk.org](mailto:assistant@endometriosis-uk.org)

Please note that for capacity reasons, we are only able to get back to successful candidates on the status of their application.

Best of luck with your application.

Senior Campaigns and Communications Officer

August 2024