

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

Thank you for your interest in the role of Digital 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 may be felt for life. Yet it's a disease most people have never heard of, do not understand and currently 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 new strategy that will be launched in 2025, 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 with endometriosis in the UK – and all those diagnosed in the future.

We are looking for a highly organised, pro-active and confident Digital Communications Officer to join our Campaigns and Communications team. You will work closely with the Digital Communications Manager to support all things digital including social media and website content, as well as coordinating digital content for a European funded endometriosis research project.

You'll enjoy working as part of a small but driven communications and campaigns team, who are passionate about raising awareness and 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:	Digital Communications Officer
Reporting to:	Digital Communications Manager
Working hours:	Full time / 37.5 hrs a week
Location:	Endometriosis UK's office at London Bridge, with hybrid option (3 days per week in our London Office and 2 days per week from home). We will consider 4 days per week for the right candidate.
Contract:	Permanent
Annual salary:	£28,000 - £30,000 (including London weighting) dependent on experience
Closing date:	9am Monday 17 <sup>th</sup> February
Interview Date:	Interviews will take place on Monday 24 <sup>th</sup> and Tuesday 25 <sup>th</sup> February 2025 at our office 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.

The Communications and Campaigns team works to improve awareness of endometriosis and drive change for those affected by the disease. Our current campaigns and calls on Governments include getting menstrual wellbeing taught in schools across the UK, decreasing diagnosis times, improving rights in the workplace and improving access to treatment.

## **ABOUT THE ROLE:**

This will be a busy, varied and important role working closely with the Digital Communications Manager to raise awareness and increase the visibility of endometriosis and Endometriosis UK, and supporting the digital promotion of the EUmetriosis research project.

You'll be supporting the Digital Communications Manager with all things digital – including our social media platforms, website and newsletters.

You'll play a lead role in coordinating digital content for the EUmetriosis research project, assisting in building and maintaining the website and social media accounts for the project, ensuring that content is kept up to date as research progresses.

## **ABOUT YOU:**

You'll have an eye for design and be able to create engaging content across our digital platforms. You will also have a keen interest and experience in using insights, analytics and data to drive engagement and growth across our work.

You'll be a strong communicator, able to use digital platforms to communicate complex issues. From drafting social media written content to creating engaging imagery and digital assets, you'll be able to create content that stands out and resonates with our audiences.

## **ROLE**

This role will be busy and varied and you'll play a key role in increasing awareness of endometriosis through digital content. Your key responsibilities will include:

- Assisting with the coordination of social media platforms. This includes planning and drafting written content, producing digital assets such as reels, videos and branded static image content, and monitoring and responding to comments and messages
- Coordinating paid social media ads and campaigns
- Assisting with the build and maintenance of the EUMetrisosis project website
- Website maintenance including drafting copy for blog posts and routinely checking for and updating out of date content
- Routinely horizon-scanning, keeping up to date with the latest conversations about endometriosis on social media and responding when needed
- Keeping up to date with social media trends and identifying appropriate opportunities to get involved
- Working with colleagues across the organisation to implement best practice on social media
- Monitoring, tracking and reporting on our digital performance using in-platform analytics tools on social media, Later Social and Google Analytics, and using this data to develop our content
- Assisting with the delivery of the organisation's e-newsletters
- Working with departments across the organisation to deliver digital outputs including blog posts, news items, newsletters, social media content
- Supporting the CEO and colleagues to ensure the smooth running of the charity. We are a small, busy charity, and all staff help with the general running of the organisation in addition to their specific role activities
- Support the smooth running of the Campaigns and Communications Team, and covering absences as required

An important part of this role will be supporting the delivery of digital elements of an EU funded project, "EUMetrisosis: transforming endometriosis care in Europe", a 5 year European research project which focuses on the diagnosis and management of endometriosis. Part of this role will be delivering the digital outputs of this 5 year project, including social media and website creation and upkeep

## **Person specification:**

Essential:

1. Demonstrable experience in social media and website content creation
2. Knowledge of social media and experience using Microsoft 365 programmes
3. Excellent time management and ability to manage workload between different projects

4. Experience in coordinating content for social media platforms and developing social media presence
5. Excellent written and verbal communication skills, with an ability to create engaging digital content
6. Understanding of digital metrics and using data to spot trends and opportunities for growth
7. Experience using content creation tools such as Canva and in-platform tools on Instagram and TikTok
8. Experience of creating engaging and effective supporter email communications
9. Excellent ICT skills, including Office 365 applications and databases, and proficiency in digital tools and collaboration platforms
10. Experience of or willingness to undertake training in Google Analytics
11. Excellent ability to work well with other teams, as well as working independently
12. Understanding of living with endometriosis or a demonstrable interest in women's health and empathy with our mission
13. Understanding and demonstrable commitment to equal opportunities, diversity and inclusion
14. Willingness and ability to undertake travel around the UK and on occasion continental Europe, and to be able to work flexibly including some weekends and evenings
15. Undertaking any other duties commensurate with the role and general level of responsibility of the post
16. Have the right to work in the UK and be based in the UK

*Desirable:*

1. Experience of creating research and/ or health related digital content
2. Experience of working on sensitive issues
3. Previous experience in health, social care or voluntary sector
4. Experience of working on fundraising and advocacy campaigns in a digital capacity

This is a full-time, office-based role. There is an option to work two days a week from home dependent on business need. We will also consider 4 days per week for the right candidate.

**How to apply**

The closing date for applications is Monday 17<sup>th</sup> February 2025 and interviews will take place in person at our office in London Bridge on Monday 24<sup>th</sup> and Tuesday 25<sup>th</sup> February 2025. 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.