**JOB DESCRIPTION**

Job title: Communications and Campaigns Manager

Reporting to: Chief Executive

Working hours: Full time/ 37.5 hrs a week

Location: London

Contract: Permanent

Annual salary: £30,000 - £35,000 depending on experience

Application closing date: 4th December 2018

Interview date: 11th December 2018

We have an exciting opportunity for an experienced communications and campaigns professional to join our small team at Endometriosis UK and make a real difference for the 1.5 million women in the UK with the disease. You will lead on developing and implementing new and innovative communication strategies and campaigns to raise profile of endometriosis, and achieve change to improve the lives of those affected by the disease.

This is a crucial new role for our small but growing charity. You will be responsible for raising awareness and visibility of endometriosis and Endometriosis UK with the public and decision makers, and designing and leading campaigns that really make a difference to people’s lives. You will be working as part of a passionate team with a strong commitment to achieving change to help those with living with endometriosis. Please note that we’re a small organisation, and as well as strategy and planning you’ll need to be happy to get stuck in and deliver the activities.

In this role, your key responsibilities will be to:

1. Develop a multi-channel communications strategy to raise the profile of endometriosis and increase our reach and engagement.
2. Identify and secure opportunities for proactive and reactive media coverage, including planning and delivering Endometriosis Awareness Week.
3. Develop, shape and lead on delivering innovative campaigns, aligned with organisational plans and agreed KPIs and that really improve the lives of those affected by endometriosis. You’ll be great and doing these on a budget, as we’re a small charity.
4. Lead the development of an effective and coherent approach to influencing change through campaigns to achieve the best possible outcomes for those with endometriosis, their families and friends, our supporters and those more widely concerned with matters in mental health and wellbeing.
5. Inform and support audience research activity to provide insight into campaigning and communications work. (public opinion, audience insights, external trends and benchmarking, providing evidence base)
6. Build and maintain Endometriosis UKs brand reputation and influence with key audiences and stakeholders.
7. Build positive engagement with journalists, partner organisations and industry suppliers.
8. Develop a key message framework for delivering external media work including trained spokespeople and media volunteers.
9. Grow our network of campaign supporters, case studies and spokespeople, including celebrity supporters
10. To develop and implement monitoring and evaluation system to ensure all communication and campaigning work is measured against key performance indicators.
11. Advise colleagues on communications and campaigns strategy and plans, working with them so they are able to support these
12. Manage delegated budgets as required.
13. Recruit and managing volunteers to help fulfil communications and campaign plans.
14. Support 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.

**ABOUT YOU:**

Our Communication and Campaigns Manager must be a motivated, organised and creative individual to develop and lead our communications and campaigning work. You are not required to have prior knowledge of endometriosis however you will have a demonstrable interest in women’s health and empathy with our mission. Please note that this is a very ‘hands on’ role; we are a small organisation and the post holder will need to be comfortable undertaking a range of duties at all levels to get things done.

**Person Spec**

1. A minimum of 4 years’ experience and a strong, demonstrable track record in developing and delivering communication strategies and plans to a range of target audiences.
2. A strong, demonstrable track record in planning, designing and delivering effective and creative campaigns (ideally on a budget).
3. Experience of influencing decision-makers and public opinion through public facing campaigning and the media.
4. Demonstrable high level communications skills across all formats and an excellent eye for detail.
5. Enthusiastic and proactive self-starter and the ability to act on own initiative.
6. Outstanding project management skills and the ability to juggle a wide range of competing demands.
7. Experience of delivering a range of high quality communications materials including website, social media, reports and newsletters.
8. Experience of working with media and preparing press releases and media briefings.
9. Excellent IT skills, including competence in Microsoft Officer and experience in using databases.
10. Ability to be able to work flexibly including some weekends and evenings
11. Undertaking any other duties commensurate with the general level of responsibility of the post.

***Desirable***:

1. Experience of providing regional volunteers with materials and information to enable them to campaign effectively
2. Previous experience in health, social care or voluntary sector
3. Previous experience of working with patients groups
4. Experience of managing staff

Please note that there is no line management responsibility with this post, rather the title Manager reflecting the seniority in the organisation although there will be opportunity to recruit volunteers to deliver activities. We would hope to see this area expand however in the future, based on performance and opportunity.

**ABOUT US:**

Endometriosis UK is the leading UK charity that supports women living with endometriosis. Formed in 1981, we offer information and support to women 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, improving diagnosis via GP awareness and education, and for implementation of the NICE guidelines on endometriosis across the UK in order to deliver better treatment and care.

We have a big job to do and ambitious plans. Keeping our donors, members and fundraisers engaged and growing our income will allow us to deliver our activities and support as many with endometriosis as possible.

To apply please submit a CV and maximum two-page cover letter outlining how you meet the person specification and why you’re interested in the post. The closing date for applications to be received is 4th December 2018 and interviews will be held on Tuesday 11th December.  Applications should be sent to [admin@endometriosis-uk.org](mailto:admin@endometriosis-uk.org)