

## **We've ambitions to change so much, to improve support for endometriosis – are you up for the challenge?**

Thank you for your interest in the role of Communications & Campaigns Manager at Endometriosis UK. Endometriosis impacts on 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 that the majority of people have never heard of, do not understand and that has no dedicated treatment. 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 being launched soon, focused on 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, and with an average diagnosis time of 8 years, the cause of the disease unknown and no cure, there is so much more they need and want. 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 need to find the right person to take on the challenge and make these ideas a reality – and bring ideas of their own! You'll be responsible for developing and delivering campaigns and leading on our awareness raising, vital to enable the organisation to achieve the changes we want to see. We're looking for someone who has the vision to think strategically and also relish being hands on in delivering it too – we're a small organisation and there aren't teams to delegate to, although you will work closely with friendly and supportive colleagues.

We're a small but growing charity, currently with 9 staff and plans to continue to grow to better deliver our strategy. Despite being small we've achieved a lot. Our campaign to get Menstrual Wellbeing in the school curriculum in England was successful, and from September 2020 is compulsory - but we're still lobbying to get this into all curriculums across the UK. We've partnered with the Royal College of GPs, resulting in a Menstrual Wellbeing Toolkit and e-learning modules to raise awareness and skills with GPs, and with the BBC to raise public awareness. We provide the Secretariat for the All Party Parliamentary Group on Endometriosis, and supported their Inquiry Report, published in October.

We believe we've real potential to build on our successes to deliver increased awareness and campaigning. I hope you'll consider joining us so we can, together, do even more.

Best wishes



Emma Cox  
Chief Executive

## JOB DESCRIPTION

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|--------------------------------|--|
| Job title:                     | Communications and Campaigns Manager   |
| Reporting to:                  | Chief Executive  |
| Working hours:                 | Full time/ 37.5 hrs a week (will consider 4 days/week for the right candidate)     |
| Location:                      | Endometriosis UK's office in central London – although currently working from home |
| Contract:                      | Maternity Cover (13 months)  |
| Annual salary:                 | £30,000 - £35,000 depending on experience  |
| Closing date for applications: | Wednesday 24 <sup>th</sup> Feb 2021  |
| Interview date:                | Week commencing 1 <sup>st</sup> March 2021   |

## ABOUT US:

Endometriosis UK is the leading UK charity that supports 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, 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.

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 in the UK with the disease. You will lead on developing and implementing 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 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 throughout 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. 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 and deliver 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. Act as an organisational spokesperson, taking part in broadcast and print interviews when required.
3. Develop, shape and lead on delivering innovative campaigns across the UK, 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. Provide Secretariat for the APPG on Endometriosis.
11. To develop and implement monitoring and evaluation system to ensure all communication and campaigning work is measured against key performance indicators.
12. Advise colleagues on communications and campaigns strategy and plans, working with them so they are able to support these
13. Manage delegated budgets as required.
14. Recruit and managing volunteers to help fulfil communications and campaign plans.
15. 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 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. Experience of working with media and preparing press releases and media briefings.
5. Demonstrable high level communications skills across all formats and an excellent eye for detail.
6. Enthusiastic and proactive self-starter and the ability to act on own initiative.
7. Outstanding project management skills and the ability to juggle a wide range of competing demands.
8. Experience of delivering a range of high quality communications materials including website, social media, reports and newsletters.
9. Understanding and demonstrable commitment to equal opportunities, diversity and inclusion.
10. Excellent IT skills, including competence in Microsoft Office and experience in using databases.

11. Ability to be able to work flexibly including some weekends and evenings
12. Experience as a manager
13. Undertaking any other duties commensurate with the general level of responsibility of the post.

***Desirable:***

14. Experience of providing regional volunteers with materials and information to enable them to campaign effectively
15. Previous experience in health, social care or voluntary sector
16. Previous experience of working with patients groups
17. Experience of using Engaging Networks e-campaigning software or similar.

Please note that the title Manager reflects the seniority of this post in the organisation, there is no line management of permanent staff. There is management of freelancers, temporary staff and volunteers, and the opportunity to recruit further volunteers to deliver activities.

Application is by CV and cover letter, and to apply please contact our recruitment partner Prospectus: [Communications and Campaigns Manager - Endometriosis UK - Prospectus \(prospectus.co.uk\)](https://www.prospectus.co.uk)

Whilst the closing date is 24<sup>th</sup> February, Prospectus will be reviewing applications on an ongoing basis and we would encourage you apply as soon as possible. Interviews will be held week commencing 1<sup>st</sup> March.