



## **Communications Manager**

### **Job Description and Person Specification**

The Sickle Cell Society is looking for a Communications Manager to lead and develop the Society's internal and external communications.

**Post:** Communications Manager

**Base:** Flexible, at home initially and at

Sickle Cell Society Office, 54-56 Station Road, London NW10 4UA

**Reports to:** Chief Executive

**Responsible for:** Communications and Social Media Officer

**Working Hours:** Part-time (21 hours per week) Monday-Friday, flexible

**Salary:** £27,000 - £30,000 pro rata

#### **Job Purpose**

To lead on designing and producing accurate and current information materials that support and inform people with sickle cell disorders and their families drawing on the expertise of the Society's medical, scientific and nurse advisors. And to take responsibility and leadership for increasing the awareness of the Sickle Cell Society (SCS) with a wide range of stakeholders including our own 2,500 Membership, the wider sickle cell community and patients, and health, social care and education professionals. The post holder will be responsible for leading on the implementation and development of a wide range of internal and external SCS communications including the co-ordination and development of SCS annual report, Members' newsletters, the SCS website, awareness events, and campaigns linked to Black History Month and World Sickle Cell Day and more.

The successful candidate must have experience of supervising other staff/volunteers or expertise in co-ordinating multiple projects to support and have oversight of the Communications and Social Media Officer post.

#### **About the Sickle Cell Society:**

The Sickle Cell Society (SCS) is the only national charity in the UK that supports and represents people affected by a sickle cell disorder. We provide information, advice and support to enable and empower individuals and families to improve their overall quality of life. Approximately 15,000 people in the UK have a sickle cell disorder. These inherited conditions predominantly affect people of Black African and Black Caribbean heritage; and to a lesser extent people of Mediterranean, Middle Eastern, South Asian and Central/South American heritage. We assist and enable people living with SCD to realise their full potential whilst successfully managing the challenges they face in living with this potentially life-limiting condition.

We are a small, friendly and close knit team of 14 skilled and highly committed staff (9 part-time / 5 full-time) and approximately 30 active volunteers. We are looking for a confident self-starter, with communications experiences, who will take the lead in driving forward and building on the national and global reach of our Communications strategy.

## **Key responsibilities and duties**

### **1. Communications and Information**

- To ensure accurate and good levels of information literature is available to people with sickle cell, their families, and other external stakeholders through timely co-ordination and production of the SCS bi-annual news and monthly e-newsletters and SCS website, including liaison with our medical advisors to ensure accuracy of information resources;
- To take the lead in coordinating the production of SCS Annual Report and Impact Report
- Work with external partners and our volunteer designers and across SCS teams to create and implement timely communications and media campaigns e.g. for World Sickle Cell Day and Code Red
- To work closely with SCS Parliamentary Officer and other team members to draft, co-ordinate and post press releases and responses to government consultations
- To act as key media contact and increase SCS media reach through seeking proactive opportunities for media opportunities and responding to media enquiries and press releases relevant to the SCS community
- Line manage the Communications and Social Media Officer to provide a seamless approach to all SCS communications across all channels, including social media/digital
- To support online delivery and communications for patient education events and the society's AGM
- To maintain and develop the SCS 'brand' through the style guide
- To line manage the Communications and Social Media Officer and work closely with the Fundraising Manager to promote fundraising opportunities and raise awareness of fundraising campaigns
- Liaise with the wider team to draft and co-ordinate personal stories / case studies of the experiences of people/patients with sickle cell for use in a variety of SCS comms.

### **2. Managing the SCS Website and database**

- To lead in developing the SCS website as required
- To manage and maintain the SCS website content
- To ensure the accurate integration of data between our membership data base and website
- To review the SCS website at regular intervals to identify opportunities for development.
- Overseeing the tracking of reach and growth of all comms channels inc web, social media, newsletter etc and reporting results quarterly to the senior management team

### **3. General**

- To respond to press enquiries by telephone, emails and written correspondence
- To ensure that all work with partners, patients/families and other external stakeholders are managed effectively, and that regular liaison internally and externally, takes place.
- Work collaboratively across the charity to encourage and support consistent and SCS branded communications and information to all our stakeholders.

- To act as a member of the SCS team and carry out any reasonable duties as requested.

#### **4. Skills and Experience**

- Communications, journalism or similar qualification and/or proven experience of at least 3 years in a similar role
- Experience of leading on the development of successful communications, campaign and media strategies
- Demonstrable excellent copy-writing, editing and proof-reading skills
- Strong and enthusiastic communicator who is comfortable liaising with people at all levels
- Experience of co-ordinating and writing reports
- Creative eye for design and detail and understanding of developing powerful and engaging communications
- Excellent IT skills across a wide range of channels including website content management platforms, Microsoft, survey platforms, social media tools, graphic design, video editing and experience of Content Management Systems.
- A strong team player who is also self-motivated with the initiative to identify opportunities for campaigning and engagement.
- Ability to multi-task, meet deadlines and add value, develop in the role.

#### **To Apply**

Please complete our **Application Form** and send it along with your **CV** to [info@sicklecellsociety.org](mailto:info@sicklecellsociety.org) before the closing date.

Please note that applicants must reside in the UK.

**Closing date for applications:** 19 August 2022

**Interview date by Microsoft Teams:** 30 August 2022