

## Communications Officer

**Salary:** £27,000 FTE (permanent contract)

**Hours:** 5 days a week (35 hours). We welcome conversations about flexible working.

**Location:** Based in our office in Brunswick Square, Bristol, BS2 with some scope for home working if desired

**Benefits:** 30 days annual leave (pro rata), 5% pension contribution, Employee Assistance Programme

### About The Pituitary Foundation

The Pituitary Foundation is the UK's leading charity providing support and information for people living with pituitary conditions, their families, friends and carers. Pituitary conditions are uncommon and usually lifelong and include acromegaly, Cushing's, prolactinoma, AVP-Deficiency and hypopituitarism.

We are a small but very effective charity with a friendly staff team, mainly based in our Bristol office, and amazing volunteers across the country.

It is an exciting time to join our team. We have a new website, a refreshed identity and an ambitious strategy which we are excited to achieve. You'll be joining an energetic team with a can-do attitude and we'd love you to be part of our success.

### Overview of the Role

This role will provide a fantastic opportunity to develop your experience as a communications expert working as part of a small team with big ambitions. You'll be central to our work supporting people living with pituitary conditions, building our community, membership, and encouraging supporters and donors. You'll have opportunities to develop your skills and experience through your day-to-day work, involvement in strategic campaigns, and access to further training.

You'll be working across all areas of the charity, creating and delivering effective and engaging communications to reach our known audiences as well as building awareness more widely. Utilising and optimizing existing channels, you'll also develop our reach through new channels. You'll produce engaging content such as social media posts, press releases, newsletters, and events information. Your communications will adhere to our brand guidelines and will be accurate, inclusive and engaging.

### Key Responsibilities

#### Communications

- **Content.** Create and publish engaging and accurate content appropriate to our audiences ensuring that they are inclusive, accessible, and accurate;
- **Brand.** Ensure our brand is used correctly in all areas of our work, including by staff and volunteers;
- **Social Media.** Create, publish and schedule posts for our social media which adhere to our brand identity, sustain existing and grow new audiences promoting all areas

of our work;

- **Newsletters.** Collate content from the team and write and design strong regular newsletters and email marketing for our different audience segments including people living with pituitary conditions, healthcare professionals and fundraisers;
- **CRM.** Ensure our newsletter and CRM system is accurate and up to date. We use Mailchimp and Beacon CRM (training to use these will be provided);
- **Website.** Ensure the website is accurate and up to date, with inclusive, compelling content meeting our accessibility and accuracy standards;
- **Media.** Coordinate media enquiries, working closely with senior leadership when necessary. Develop knowledge and relationships to increase our coverage;
- **Publications.** Contribute to the process of preparing health information content adhering to PifTick processes;
- **Magazine.** Working with the Head of Support Services, contribute to Pitutary Life content and development;
- **Fundraising.** Support the head of Fundraising with audience engagement and content creation;
- **Letters, leaflets and brochures.** Working with the wider team, support the writing, editing and design of all written communications including fundraising campaign letters to ensure impact and brand adherence;
- **Third Party.** From time to time, work with third party developers, designers and photographers;

### **Audience Development**

- **Analytics.** Collect key data, analytics and stats as required and use this to track the impact and growth of our activities;
- **SEO.** Ensure our online platforms are as optimised as possible with keywords and phrases used well to ensure greatest reach;
- **Paid Advertising.** Optimise our reach and impact through paid advertising working closely with the senior colleagues;

### **Projects**

- **Campaigns.** Contribute content to support our campaigns.
- **Events Communications.** Ensure all events have a strong, effective communication plan which you will implement;
- **Events Delivery.** Working alongside the wider team, supporting planning and delivery of online and in person events building and supporting our community;

- **Presentation Materials.** Support the preparation and distribution of materials for information stands and promotional activities at external events such as conferences;
- **Merchandise.** Working with others, research and order merchandise for awareness and fundraising campaigns.

### Office and Reporting

- **Reporting.** Produce reports and reviews of communications for the CEO;
- **Consent.** Ensure we have consents in place and recorded, for all stories and images used;
- **GDPR.** Keep up to date with best practice and ensure compliance with GDPR. Adhere to strict data and cyber security, raising concerns as appropriate.
- **DEI.** Ensure Diversity, Equality and Inclusion is considered in all elements of work;
- **Meetings.** Attend meetings when required, including with the Pituitary Community. At times these may be in the evening or at weekends (time off in lieu);
- **The office in Bristol.** Support the general smooth running of the office, especially at busy periods;
- **Health and Safety.** Be responsible for your own health and safety and report any known hazards;
- Act at all times in a way befitting a representative of the Pituitary Foundation and perform your role to a high standard, to time and with dedication and commitment.

This role profile is not exhaustive, it will be subject to periodic review and may be amended to meet the changing needs of the business. The post holder will be expected to participate in this process and The Foundation would aim to reach agreement to any changes.

### Person Specification

1. Experience of creating content for various channels (online and in print) for different audiences to achieve strategic objectives including community building, increasing reach, growing awareness, and fundraising;
2. Ability to coordinate communications in a small team, ensuring the brand is accurately used, and communications are engaging, accurate, and in line with our guidelines;
3. Strong collaboration skills with the ability to work with colleagues, volunteers and community members to gather information and coproduce content;
4. Experience of managing website content. We use wordpress (training can be provided);

5. Excellent IT skills as well as willingness to learn new tools to support our work;
6. Understanding of how to effectively use analytics to increase reach and impact;
7. Excellent organisation and project management skills with the ability to juggle multiple deadlines and solve problems on the go!
8. Basic graphic design skills using Illustrator or Canva (training can be provided if required);
9. An understanding of the importance of GDPR and appropriate handling of sensitive information and data;
10. Interest and empathy in our work. Experience of working in a healthcare context would be desirable but not required;
11. A commitment to diversity, equity, and inclusion (DEI) and the ability to evidence this through your work.

The Pituitary Foundation believes in diversity and equality. We especially welcome applicants who are under-represented within the charity sector and want to build a team with a diverse range of perspectives, backgrounds and skills. We know that a diverse team is a strength, and we look forward to hearing from all interested applicants.

### **How to Apply**

Please send a cv and cover letter (no more than 2 sides of A4), or film of an equivalent length which includes:

- Why you are interested in this role,
- How your experience or interest meets each point of the person specification.
- The names and contact details of two referees, including your most recent or present employer. We will not contact your references without informing you.
- Complete this [short, confidential, equalities survey](#) to inform future recruitment.

Applications should be emailed to our Head of Fundraising Jay Sheppard [jay@pituitary.org.uk](mailto:jay@pituitary.org.uk)

**Deadline for applications:** by midnight Thursday 31 October 2024.