Appointment Brief: Digital Marketing Coordinator

Welcome from the Head of Communications and Marketing

We are delighted that you are interested in the role of Digital Marketing Coordinator with Action for Pulmonary Fibrosis (APF). This is an exciting time to join our team, as we work through a significant period of development and growth.

Our mission at APF is to improve the lives of more than 70,000 people in the UK who live with pulmonary fibrosis (PF or lung scarring) which permanently and progressively scars the lungs. You can find out more about us and our mission vision and values.

Lung scarring is a fatal disease which significantly impacts people’s quality of life, and it’s on the rise.

APF provides trusted information on living well with lung scarring, access to a growing national network of support groups, including befrienders and support for carers, as well as directly funding research and information on current global research.

We are also embarking on an ambitious initiative to standardise and improve NHS for people with the disease and our latest awareness campaign Hear my Lungs is our most innovative yet.

Come and be part of our journey.

We want everyone to know what lung scarring is and to understand the lived experience.

By telling the compelling story of our PF community with kindness, compassion, and hope, you will help us reach out to more people affected by the disease, so they get the support they need – and feel less alone.

By doing this you will be transforming people’s lives, so they live well for longer.

If you believe you have the experience, skills and qualities we are looking for, we very much look forward to hearing from you.

If you would like an informal chat about the role, please don’t hesitate to get in touch recruitment@actionpf.org.

Rebecca-Rafiyah Findlay

Head of Marketing and Communications
The role

We’re looking for a talented digital marketing professional to join our growing national health charity.

This role has a strong focus on social media and digital channel management, but you will blend this with a variety of content creation and editing.

Responsible for the day-to-day running of our social media, you’ll be maximising our social media and online engagement (and using data and analytics) to amplify the voice of people affected by lung scarring to the public. And you will be showcasing the incredible work that goes on across the charity to our different audiences.

Alongside this you’ll be creating your own and working collaboratively with the APF team to produce engaging and inspiring content for our social media channels and e-newsletter. This includes graphics and video using Canva, Hootsuite and social media evaluation tools.

You’ll be doing this as a brand ambassador maximising our brand appeal while being absolutely committed to equality, diversity and inclusion across all our digital channels.

As part of a supportive, small, and friendly team you will have plenty of opportunity to develop your own ideas into live initiatives.

Working remotely, you will benefit from highly flexible working arrangements and enjoy a great work-life balance.

In addition, APF offers a workplace pension, competitive salary and an organisation that’s fully invested in you and wants to develop your many talents.

Key stakeholders:

- People living with pulmonary fibrosis: patients, carers and family members.
- Colleagues, trustees, researchers, volunteers, funders and fundraisers, NHS and medical professionals and agencies.
- Organisers and other members involved in our network of national support groups.

Diversity

Action for Pulmonary Fibrosis is an equal opportunities employer and welcomes applications from all candidates irrespective of race, age, gender, sex, gender identity, sexual orientation, religion or belief, or marital or civil partnership status.

Reporting to: Communications Manager

Works alongside: Digital Content Coordinator (part time), Media lead.

Accountable to: Head of Marketing and Communications
Key responsibilities

Every day you will be...

- Responsible for the day-to-day community management of our social media, growing engagement and influence. Identifying and forming relationships with micro/macro influencers to raise awareness of pulmonary fibrosis, including using tools for social listening.

- Helping to create content for our social media channels and e-newsletter. Working with the APF team to collate and produce engaging and inspiring content. Includes graphics and video for all our social media platforms using Canva, Hootsuite and social media evaluation tools.

- Helping to grow our audience reach by increasing online engagement. Continually improving our SEO and creating user journeys that increase conversions from our PF community and donors. Advising and upskilling colleagues to create impactful online content.

- Acting as a brand advocate and contributing to our new brand development initiative. Ensuring all communications reflect our brand guidelines, managing our brand toolkit, and advising colleagues on brand.

- Absolutely committed to equality, diversity and inclusion across all our digital channels.

- Working closely with the Communications Manager, Digital Content Coordinator, Media Lead and Head of Marketing and Communications to identify new opportunities, networks and partnerships.

Every week you will be...

- Creating a process for and delivering people’s stories and visual storytelling. Focusing on giving a voice to under-represented groups.

- Gathering and using data insights and analytics. Generating reports to recommend improvements and opportunities across our digital and social channels to grow our audience and influence.

- Commissioning content and uploading content across our communications channels e.g. website, blogs and articles, newsletters, editorials, infographics, photos, videos, e-newsletter.

- Helping develop digital training to develop content champions across the organisation and upskilling each team and our wider community in digital/media and content production skills.

- Keeping up to date with developments and trends in social media and digital communications.
At other times you will be...

- Providing administrative communication support including basic graphic design, video editing, managing mailing lists and management of our brand toolkit.
- Working on a variety of different projects like our innovative PF month awareness campaign and other initiatives.
- Working with case studies, generating creative ideas, running your own initiatives.
- Other duties as required by the charity.

**Person specification**

In your application for the role, please provide details of your experience against the selection criteria set out in part one below.

You do not need to have experience in every area, and you may have skills not listed here that you feel would be valuable in the role. We would love to hear what makes you an exceptional candidate.

Please include if you have lived experience of pulmonary fibrosis in your application.

**Part one: knowledge and experience**

- Excellent communication and copywriting skills.
- Knowledge of all social media platforms and using Hootsuite (or similar scheduler)
- Experience of using Google Analytics (ideally GA4).
- Online user journey planning, SEO optimisation and keyword planning (using Google Tag Manager).
- Experience of Canva.
- Experience of using an e-marketing system, such as Mailchimp, including production of our monthly e-newsletter.
- Basic video editing.
- Graphic design for print and digital.
- Previous experience of using a Content Management System (full training on APF’s will be given).
- Excellent organisational skills and attention to detail.
- Excellent IT skills including experience with a Customer Relationship Management database (full training on APF’s will be given).
- Experience of running social media campaigns in a charity setting; working to social media targets.

**Desirable**

- Knowledge of the charity health sector
- Connection to pulmonary fibrosis
- 2-3 years’ experience in a similar role.
Part two: skills and working style

- Effective interpersonal skills; can demonstrate emotional intelligence and empathy with others.
- Strong planning skills including attention to detail, critical thinking, and problem solving.
- A ‘can do’ attitude, ability to jump on ad hoc communication requests as and when necessary.
- Outstanding organisational skills and attention to detail.
- Proactive in maintaining emotional resilience, this is a role exposed to lived experience of a terminal illness on social media.
- Self-starter with enthusiasm and creativity.
- Team Player: working collaboratively and flexibly to achieve outcomes and keen to add value to the organisation’s culture and ethos.
- Experience of managing a range of projects with conflicting deadlines; the ability to prioritise and meet deadlines.
- Excellent interpersonal skills; ability to exercise tact and discretion when dealing with sensitive personal information.
- Commitment to self-development and keeping up to date with key trends in the sector.

Terms of Appointment

Contract: Full time, permanent

Salary: 25K - £27 pro rata, dependent on experience

Holiday: 25 days per holiday year, plus eight bank holidays and additional discretionary days for the Christmas and New Year break. Salary sacrifice to buy and sell annual leave.

Location: Home working. Travel one day a month to London for a team meeting and occasional travel to other UK locations as required (expenses paid).

Hours: Hours: 37.5 hours per week. Normal hours are 9am to 5.30pm with flexibility to maintain a good work/life balance. We welcome a conversation about flexible working hours that work for you.

Pension: Automatic enrolment to workplace pension unless already an active member of a qualifying workplace pension. Salary sacrifice for additional pension contributions.

Other benefits: Flexible hours.
- Option to take time off in lieu for extra hours worked
- Discounted gym membership (onsite at Head office)
- Free membership of our Employee Assistance Package

Training: Full support and dedicated training budget to support you in your role.

Equipment Work phone (VOIP or mobile) and laptop.

Appointment Subject to satisfactory references, proof of right to work in the UK.
How to apply

We hope you’ll consider making an application.

To apply, please provide the following by email to recruitment@actionpf.org with Digital Marketing Coordinator in the subject line, by 17:00 Friday 29 September 2023.

- Your CV (no more than three sides)
- A supporting statement (no more than two sides of A4, font size 11) that sets out why this role is the right move for you and how you meet the knowledge and experience criteria (in part one of the person specification)

If you have any questions about the appointment and would find it helpful to have an informal conversation, please contact recruitment@actionpf.org to arrange a call.

Closing date and recruitment process:

Closing date: 17:00 on Friday 29 September 202

Interviews are online. 11 October 2023
An online task is part of the interview.
No presentations required.

Ideal start date: November 2023