



# Senior Digital Communications Officer

Candidate Information Pack

June 2023

## Contents

2. Contents
3. Introduction
4. Advert
5. How to apply
6. About UK-Med
8. Job description
11. Person specification
13. Key terms and benefits

## Introduction



This is an exciting time to join UK-Med. We have expanded significantly over the last few years and have an ambitious strategy in place for growth.

The world is experiencing an unprecedented level of humanitarian need. Natural disasters, disease outbreaks and conflict can hit at any time. The people affected are often the poorest and most vulnerable and the health problems they experience post-disaster are long-lasting. We believe that they deserve the highest quality emergency medical aid. We seek to save lives, but also to build resilient health systems so that people can lead healthy lives in the future.

At UK-Med, we work together to:

- **Respond** rapidly to emergencies, delivering the expertise needed to support local health services and save people's lives.
- **Prepare** health staff through training and capacity building, enabling health services to be better prepared for emergencies.
- **Learn** and share learning worldwide through our academic partners, ensuring patients get the best care.

This is a pivotal time in our history to join UK-Med. At the end of February 2022, we received the first of many calls asking for help with the crisis in Ukraine. We now run programmes across Ukraine including surgical support, health clinics, and emergency preparedness training. More than 20,000 people have already received direct support or training from UK-Med as a result.

In June 2022, we were awarded EMT (Emergency Medical Team) status by the World Health Organization. A month later, we were formally appointed to provide EMT services for the UK government. As such, we are at the front line of the Foreign, Commonwealth and Development Office's response to humanitarian crisis and can also respond to any crisis, anywhere in the world, under our own banner.

We are very excited about our plans and hope you will join us on this extraordinary journey.

David Wightwick

**UK-Med Chief Executive Officer**

## Advert

Role:	Senior Digital Communications Officer
Remuneration:	£26,000 GBP - £32,000 GBP (dependent on experience)
Duration:	Permanent
Location:	Manchester, UK (hybrid working available)

**Are you an energetic and passionate communications professional who can use their expertise to help UK-Med deliver life-saving medical aid? Can you create inspiring content to engage action?**

UK-Med is a frontline medical aid charity. Born of the NHS, we've been working for over 30 years towards a world where everyone has the healthcare they need when crises or disasters hit.

As our Senior Digital Communications Officer, you will play a pivotal role in our Fundraising and Communications team. You will join a fast-moving and creative team where no two days are the same.

You will also work closely with our inspiring medics and staff who deploy around the world to gather content and stories from the field.

A brilliant communicator, you will have a flair for storytelling and experience of turning complex issues into impactful campaigns for a range of audiences.

You will be instrumental in delivering inspiring and multi-media content for our website, social media channels, and email campaigns, bringing initiative and creative ideas to the role.

Our ideal candidate will bring experience of digital communications, audience segmentation, branding and awareness-raising campaigns.

We offer a competitive salary and benefits along with a friendly working environment and the opportunity to make a real difference.

This is a fantastic platform to build your communications career providing opportunities to tell inspiring stories and working with stakeholders such as WHO, UK Government, University of Manchester and the media.

## How to apply

To apply, please submit a **current CV and a supporting letter** (no more than 2 pages) that includes a detailed explanation of your suitability for this post with **specific reference to the essential criteria** in the person specification.

Applications must be submitted through our [online jobs portal](#) no later than **30<sup>th</sup> of June 2023**

*Please note that this is a rolling recruitment process. Applications will be accepted on an ongoing basis and hiring manager will review applications as they are received, decisions may be made at any time if a suitable candidate is identified.*

*UK-Med is committed to safeguarding of our personnel and beneficiaries and has a zero-tolerance approach to sexual exploitation and abuse. We conduct thorough vetting before any appointment is confirmed.*

*UK-Med is committed to the principles of diversity, equality, and inclusion. We strive to provide an inclusive and supportive environment where employees feel respected and supported to be able to fulfil their potential.*

## About UK-Med

### UK-Med ([www.uk-med.org](http://www.uk-med.org))

Our medical teams respond to disasters around the world and work with local emergency teams to build their resilience to future threats.

A registered charity, UK-Med has been responding to emergencies since 1988, when a team of eight Manchester clinicians led by our founder Prof. Tony Redmond, went to Armenia in aid of those who had been hit by a devastating earthquake. We have strong links with the NHS and when Ebola hit West Africa in 2014, killing over 11,000 people, we recruited, trained and sent 150 NHS clinicians to work in treatment centres alongside local health workers to help bring the outbreak under control.

We have deployed clinicians following numerous large-scale natural and manmade disasters, treating patients in emergencies in Armenia, Iran, China, Haiti, Nepal, Cape Verde Islands, Sierra Leone, Bangladesh, the Philippines, Gaza, Samoa, the Kurdish refugee crisis and the Siege of Sarajevo. We have delivered training to thousands of healthcare workers in Sierra Leone, South Sudan, China, Malawi, Myanmar, Armenia and Uganda. We are currently providing urgent emergency medical care in Ukraine and developing programmes in Yemen and Afghanistan.

Our core staff team of 30 provides programme management and technical health expertise, logistics, fundraising and communications, finance, HR, and administrative support. Our humanitarian responses are staffed by our membership - a combination of volunteers seconded from NHS employers, and experienced NGO workers recruited on a contingency basis for specific responses. Currently we have a membership of around 1,000 (mostly healthcare professionals and experienced NGO support staff) who have been through selection procedures, vetting and induction/training.

### Our EMT status

Driven by the World Health Organisation (WHO), the EMT network ensures that medical teams that respond following humanitarian emergencies are well trained, self-sufficient, and have the skills and equipment necessary to respond effectively, never imposing a burden on the national system.

In June 2022, we were awarded EMT (Emergency Medical Team) status by the World Health Organization. A month later, we were formally appointed to provide EMT services to the UK government. We can respond to any crisis, anywhere in the world, under our own banner and are at the front line of the Foreign, Commonwealth and Development Office's response to humanitarian crises.

We prepare rapid deployment teams ready to respond to various health emergencies anywhere in the world within twenty-four hours. We can respond following earthquakes, cyclones, hurricanes, disease outbreaks or to other humanitarian emergencies including conflicts. Depending on the needs, we might deploy individual personnel, small clinical or advisory teams, or full, self-sufficient treatment centres.

## UK-Med Vision, Mission and Values

### Our Vision

A world where everyone has the healthcare they need when crises or disasters hit.

### Our Mission

We save lives in emergencies.

When health services are overwhelmed, we get expert health staff to where they're needed fast.

We help communities prepare for future crises.

### We Value:

#### Excellence

We set high standards for ourselves and the organisation. We strive to be outstanding in everything we do.

#### Determination

We have a can-do attitude and thrive on problem solving. No matter what the challenge, we explore all options so if there's a way we'll find it. We don't give up easily.

#### Compassion

We care about people. The health and wellbeing of our patients and our people is central to everything we do.

#### Learning

We believe in knowledge-sharing and giving people the means to develop their capabilities. We value learning and continual growth.

#### Collaboration

Working in partnership with stakeholders, communities and colleagues is key to the success of our work.

We respect the skills, knowledge and experience of those we work with and take care to listen and adapt to changes in need.



# Job Description

## Digital Communications Officer

<b>Job Title</b>	Senior Digital Communications Officer
<b>Reports to</b>	Director of Fundraising and Communications
<b>Duration</b>	Permanent
<b>Hours</b>	Full Time
<b>Place of work</b>	Manchester, UK (hybrid working available)

### Purpose of role

This is an exciting and collaborative role at the heart of the organisation. As part of a busy team, you will work across the full Communications and Fundraising remit including content production, web, social media, fundraising, membership communications, events and marketing. You will deliver external and internal communications to support our Communication and Fundraising Strategy.

### Key responsibilities

1	Create inspiring and multi-faceted content for our website, social media channels, members, email marketing and awareness-raising campaigns.
2	Lead on content gathering to create compelling, news-worthy content that inspires action.
3	Maintain our website; ensuring content is up to date, accessible and tailored to our audiences.
4	Support membership communications including regular membership Bulletins.
5	Support internal communications.
6	Responsible for managing our social media channels, ensuring consistency of voice and brand, mix of messaging and optimal frequency of posting for our key audiences.
7	Act as a brand champion, promoting brand guidelines and supporting colleagues to adhere to standards.
8	Build a database of case studies, videos and photographs ensuring compliance with copyright, safeguarding and GDPR.
9	Pro-actively seek opportunities for joint communications and collaboration with our partners.
10	Identify potential communication partners who will support our communication goals and drive engagement and reach.
11	Maintain and develop efficient systems to monitor our communications activities.
12	Ensure all relevant permissions are obtained for photography and videography.

### Safeguarding

26	Comply with and uphold UK-Med safeguarding policies (including child protection, prevention of sexual exploitation and abuse, bullying and harassment) and all Codes of Conduct.
27	Report all possible breaches of policy or Codes of Conduct through the appropriate channels in a timely fashion.
<b>General duties</b>	
28	To ensure and promote Equality, Diversity and Inclusion (EDI) in line with UK-Med's EDI Policy.
29	Comply with all financial and procurement policies and procedures, including those relating to anti-bribery, anti-terrorism, and anti-slavery.
30	Support UK-Med's environmental policies and procedures, taking personal responsibility for contributing to reducing negative environmental impacts.
31	Undertake training and comply with vetting requirements (including CRB / police checks, referencing) appropriate to the role as specified by UK-Med.
32	Treat all people including colleagues, patients and other beneficiaries, volunteers, partner staff and the general public with respect and ensure their dignity in interactions with you and UK-Med.
33	Other tasks as might be required to ensure effective delivery of UK-Med / READY / projects and programmes of work.

# Person Specification

## Senior Digital Communications Officer

<b>Qualifications / Professional Memberships</b>		
1	Educated to degree level a relevant subject (e.g. English, Marketing, Media, Communications, History) or equivalent professional experience OR Evidence of continual professional development relevant to the role purpose and level.	Essential
2	Communication or marketing qualification	Desirable
<b>Knowledge, Skills and Experience</b>		
3	Demonstrable experience of creating compelling content from source material for a range of platforms and media.	Essential
4	Demonstrable experience of planning and delivering cross platform campaigns.	Essential
5	Demonstrable experience of working within a multi-disciplinary team to deliver a project together.	Essential
6	Ability to edit videos.	Desirable
7	Strong copywriting abilities.	Essential
8	Able to build content in the Adobe Creative Suite and Canva.	Desirable
9	Proven ability to use WordPress or other Content Management System.	Desirable
10	Experience of delivering paid digital campaigns and Google AdWords.	Desirable
11	Third sector experience within a marketing role.	Desirable
<b>Personal Attributes</b>		
12	Highest standards of integrity.	Essential
13	Flexible, can-do attitude and good team player.	Essential
14	Excellent time and task management skills with the ability to balance a full and dynamic workload and make decisions in a fast-paced environment.	Essential
15	Excellent communication skills, both verbal and written.	Essential

16	Excellent attention to detail around work planning and the use of systems with a strong commitment to quality control and standards.	Essential
17	Ability to work independently.	Essential
<b>Practical requirements</b>		
18	Willingness to travel in Ukraine and or to the various field offices.	Essential
19	Willingness to work some weekends and evenings to contribute programme delivery and organisational priorities. .	Essential
20	A commitment to own learning and development and willingness to undertake Continuing Professional Development.	Essential

## Key terms and benefits

<b>Salary:</b>	£26,000 GBP to £32,000 GBP p/a (dependent on experience)
<b>Working hours:</b>	Full-time; you will be required to work the hours as are necessary for the proper discharge of the duties, with the notional requirement being 35 hours per working week. Work will normally be undertaken in office hours, Monday to Friday, but some weekend and evening working will be required.
<b>Annual Leave:</b>	25 days per year plus 8 public holidays
<b>Pension:</b>	10% employer contribution, with 5% employee contribution to a specific defined contribution scheme
<b>Deployment:</b>	You may be expected to travel and work overseas in support of our international programmes of work
<b>Safeguarding:</b>	To follow UK-Med safeguarding practices as required within the role.
<b>Professional requirements:</b>	Membership of professional bodies is not a requirement but may be an advantage.
<b>Term of contract:</b>	Permanent

# UK-MED

Building a world  
prepared to help