

Company	Duchenne UK
Job Title:	Communications Officer
Term:	18 month contract, with potential to become full time
Reporting to:	Head of Fundraising and Marketing
Salary range:	Circa £26,000 - £30,000
Location:	Duchenne UK offices, Shepherd's Bush, London.
Key dates:	Deadline for applications: 11 <sup>th</sup> September 2022 Interviews: will take place from w/c 5 <sup>th</sup> September 2022 onwards Preferred Start Date: Immediately (or on availability of candidate)

## ROLE PROFILE

### Background

An exciting opportunity has come up within this ambitious charity to play a key role in helping Duchenne UK further their work to tackle Duchenne Muscular Dystrophy (DMD).

DMD is a devastating muscle wasting disease and is the most common and severe form of genetic muscular dystrophy. There are limited treatment options and no cure. In the UK, there are around 2,500 boys affected and around 300,000 worldwide. Children often lose mobility by their teens and won't live beyond their 30s. But thanks to recent break throughs, we are changing the way that this disease is treated.

Duchenne UK is going further and faster to fight DMD and end its devastating impact. As the leading DMD charity in the UK, we've committed more than £15m to the fight against DMD. We're funding ground-breaking scientific research to find effective treatments. And we're here to support every family affected and ensure that they receive the best possible care. We aim not only to improve quality of life but stop the disease in its tracks. We're doing it faster too, because this generation of patients can't wait.



This is a great opportunity to join our small, friendly and passionate team to play a vital role in helping up achieve our mission. Together, we will end Duchenne.

The charity's president is HRH The Duchess of Cornwall. Patrons include the broadcasters Krishnan Guru-Murthy and Mary Nightingale, and the sports stars Owen Farrell, Kris Radlinski and Andy Farrell.

### Role Impact

The Communications Officer will play a key role in raising the profile of Duchenne UK and advancing fundraising.

You will work collaboratively across the organisation to deliver updates on Duchenne UK's activities, focusing on; fundraising, events, family stories/updates and patient and family support with occasional support on research and clinical trials.

Central to your role will be growing our online audience, whilst continuing to engage our existing supporters and families within the DMD community. You will lead and manage our social media channels and website to create compelling digital content that will raise awareness and drive increased participation in fundraising activities and campaigns. You'll also compile the monthly Duchenne UK newsletter and be involved in press activity and development of video content.

You will also play a pivotal role in our amazing events, particularly the Duchenne Dash and Dash at Home. You will work with the team to develop a communications plan and share compelling updates on the event to drive increased participation and income from this vital fundraising event.

### Position in organisation

The Communications Officer will report to the Head of Fundraising and Marketing and work alongside the Programme Communications Manager, Fundraising Manager and Fundraising Assistant.

### Job Description:

- Support the Programme Communications Manager in delivering the communications strategy across fundraising, programmes and research, with a focus on fundraising and patient support
- Work with the Programme Communications Manager to develop and manage a multi-channel communications plan covering all aspects of Duchenne UK activities
- Creatively lead the communications for Duchenne UK fundraising campaigns, with support from the wider fundraising team to achieve our ambitious income targets
- Develop and deliver the communications plan for the Duchenne Dash, DUK's biggest annual fundraising event



- Manage social media content to grow our online audience and engage existing followers
- Create compelling content for digital channels, including website, social media and newsletters
- Design creative content using programmes such as Canva or through briefing external producers and designers
- Monitoring responses and engaging with content from partners/the DMD community
- Coordinate the Duchenne UK monthly email newsletter, working with the wider team to gather content and testing outputs to optimise engagement
- Produce community-focused content for the DUK website, working with members of the DMD community to share personal stories and encourage support for our mission
- Regularly monitor digital analytics to achieve ambitious KPIs and grow engagement
- Set up and monitor social and Google ads to increase supporter engagement
- Support the Programme Communications Manager with the development of Duchenne UK's impact reports and programme specific collateral
- Update and manage mailing lists on the database
- Other duties according to the needs of the team and including attending occasional out of hours events

#### Person Specification

Knowledge and experience, a proven track record of:

- Producing social media content and coordinating multiple social channels
- Producing email communications using email marketing software
- Delivering multiple priorities or projects to a deadline
- Experience of writing communications for external audiences on a range of channels

#### Desirable

- Experience in monitoring and evaluation of analytics and working to ambitious targets
- Managing/directing press and media enquiries
- A good knowledge and experience of GDPR and managing sensitive data
- Using a content management system to update web content
- Drafting press releases and engaging the media
- Managing Google Ads and social ads
- Working with databases

#### Key skills:

- Excellent written and verbal communication
- Creative thinking and an ability to spot an opportunity
- Understanding of digital analytics and using data to spot trends and opportunities
- Excellent administrative and organisational skills
- Excellent attention to detail and ability to proofread



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- The ability to work effectively under pressure and meet tight deadlines
  - Self-starter who enjoys the buzz of being part of a small and passionate team
  - Discrete, confident and diplomatic
  - Enthusiastic, can-do attitude
  - Good computer skills and attention to detail
  - Interest in supporting people affected by DMD and empathy with our mission
- Desirable
- A good eye for design and ability to use Adobe Creative Suite software

Sound like the job for you? We'd love to hear from you:

Please send your CV and a 2-page cover letter to [amy@duchenneuk.org](mailto:amy@duchenneuk.org) by 11<sup>th</sup> September 2022.

Interviews will take place w/c 5<sup>th</sup> September at the Duchenne UK offices in Shepherd's Bush.

Start date immediate depending on availability of candidate.

