

Company	Duchenne UK
Job Title:	Head of Communications
Term:	Full time
Reporting to:	Managing Director
Location:	Duchenne UK offices, Shepherd's Bush, London
Salary:	Competitive

Background

An exciting opportunity has come up to join our team and to play a key role in helping Duchenne UK (DUK) further its work to find effective treatments for Duchenne Muscular Dystrophy (DMD).

DMD is a muscle wasting disease and is the most common and severe form of 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.

As the UK leading DMD medical research charity, we've committed £17M to date to the fight against DMD. We're funding ground-breaking scientific research to find more effective therapies for DMD and to drive transformative technologies to improve quality of life of people living with DMD.

Role Impact

The Head of Communications will be responsible for both increasing the public's awareness and understanding of what Duchenne UK does, and cementing our role among stakeholders as the leading UK DMD charity and funder of innovation in DMD.

They will design a strategy that broadens the awareness of Duchenne UK as an organisation to drive funding, enabling and driving research, technological innovation, policy initiatives to improve the lives of all people with DMD.

They will work to ensure the Duchenne UK brand is properly recognised and consistently used across all the programmes and initiatives the charity funds and drives. They will manage a small team, providing leadership, and mentoring staff to help maintain and grow a motivated team.

They will play a key role in raising the profile and increasing the impact of Duchenne UK's research and flagship programmes, with a specific short term focus on DMD Care UK, and oversee the complimentary fundraising communications activity delivered by the Marketing and Communications Officer.

Job Description:

External Communications

- Work with the Director of Research, flagship Programme Managers and other Senior Management members to design and implement a new marketing and communication strategy and lead on its implementation, monitoring and evaluation
- Advise the Leadership Team of new ways of working to reach the charity's full marketing and fundraising potential, as well as developing the charity's brand and visibility externally
- Ensure a consistent approach to the development of Duchenne UK's brand, tone of voice and key messages
- Position Duchenne UK as the go-to source of comment on issues relating to Duchenne Muscular Dystrophy and rare diseases through developing press releases on our key achievements
- Responsibility for the management of Duchenne UK and relevant Duchenne UK flagship programme websites with support from the Marketing and Communications Officer
- Manage the content and delivery of Duchenne UK and flagship programme newsletters, with support from the Marketing and Communications Officer
- Oversee the production of an annual Duchenne UK and relevant programme specific impact reports, with support from the Marketing and Communications Officer
- Development of education materials, programme assets and patient support materials for a variety of stakeholders (e.g. patients, clinicians, industry)
- Develop briefings and messaging for the Co-Founders for relevant interviews, speeches and presentations
- Support on the delivery of webinars for a variety of key stakeholders, including patients, parents, media, supporters, MPs/policy makers, trustees and others
- Work alongside the Senior Policy Manager to support on stakeholder and policy engagement activity
- Support the Fundraising Team in the development of reports for programme partners and funders
- Work alongside the Duchenne UK Research Team to deliver all research related communications activity including the development of press releases and distribution plans
- Build Duchenne UK's digital presence, by enhancing our digital marketing and communications, overseeing social media planning and its execution across multiple platforms
- Review and oversee the production and delivery of all Duchenne UK video content
- Develop a Patron and Ambassador engagement and delivery plan, to amplify Duchenne UK's message, including inductions and specific briefings

- Manage relationships with external marketing and communications agencies, reviewing at timely intervals to ensure the activity meets our objectives and delivers ROI

Internal Communications

- Create positive internal communication materials and develop initiatives to foster positivity, optimism, team building and awareness
- Work collaboratively with the DMD Care UK, DMD Hub and Project Hercules Project Managers to ensure consistent and appropriate communications and align communications under the overall DUK communications strategy
- Line manage the Marketing and Communications Officer, to oversee delivery fundraising communications planning, activity, monitoring and evaluation and ensure an integrated approach to funding opportunities
- Build good working relationships with teams and team members across Duchenne UK

Monitoring

- Define and monitor KPIs for the wider communications strategy, including but not limited to each communication channel, including website, social media and PR. Provide regular reports to monitor progress.
- Monitor and report on success of educational activities and work with the wider flagship Programme Managers to agree future improvements, developments and/or changes
- Develop and oversee the Marketing and Communications budget, working with Project Managers to feed into programme budgets where relevant
- Line manage the Marketing and Communications Officer with the overall aim of supporting, supervising and growing skills and capabilities in the team

Other duties as are within the scope, spirit and purpose of the job as requested by the line manager or Co-Founders.

Knowledge and experience; a proven track record of:

- Experience of writing for a range of audiences including websites and social media
- Experience writing press releases or media announcements
- Good working understanding of GDPR
- Working with agencies, freelancers or contractors
- Building relationships with a wide range of stakeholders at all levels of seniority
- Monitoring success of communications through analytics and KPIs
- Delivering multiple priorities or projects to a deadline
- Creative thinking and an ability to spot an opportunity
- Experience of managing online events e.g. webinars
- A passion for Duchenne UK and helping us to achieve our mission to end Duchenne.

Skills and competencies

- Excellent written and verbal communication skills
- A confident communicator who is comfortable working with a broad range of stakeholders
- Accuracy in proofreading and copy-checking
- Excellent interpersonal skills and a good relationship builder
- Good organisational skills with the ability to prioritise work effectively to meet deadlines and to work autonomously
- Listens to the ideas of others and can confidently give suggestions. Be proactive as well as take direction and follow requests accurately and on time
- Able to use a range of communications and office software
- Photography, video or design skills (desirable)
- Discrete, confident and diplomatic
- The ability to work effectively as part of a small team
- An approach which is flexible, innovative and responsive
- Enthusiastic, can do attitude

Apply for this role: Please send your CV and cover letter (max 1 page) to Jo@DuchenneUK.org

Deadline for applications EOP Friday 24th February
Interviews to take place w/c 20th February