

Organisation	Duchenne UK
Job title	Communications Officer
Term	Full-time permanent
Reporting to	Head of Communications
Salary range	£26,000-£30,000
Location	Duchenne UK offices, Shepherd's Bush, London Hybrid working – the Communications Officer can work from home two days a week

ROLE PROFILE

An exciting opportunity has come up within this ambitious charity to play a key role in helping Duchenne UK further its 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. Thanks to recent breakthroughs, we are changing the way 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 groundbreaking scientific research to find effective treatments.

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.

Role Impact

This is a great opportunity to join our small, friendly and passionate team to play a vital role in helping us achieve our mission.

The Communications Officer will play a key role in raising the profile of Duchenne UK and supporting our work.

The focus of the Communications Officer's role will be broad and varied. It will include research, healthcare, fundraising and events communications, and will be aimed at those with a personal interest in DMD and those working to help people with DMD.

A key part of the role will be growing our online audience and leading and managing our social media channels, our monthly ebulletin, and our website.

The role also involves press activity and working with other organisations in the area of DMD.

Content creation is central to the role. This includes drafting compelling copy, creating designs and videos that raise awareness, increase understanding and drive increased participation in our work.

Position in organisation

The Communications Officer will report to the Head of Communications.

Job Description

- Support the Head of Communications in delivering the communications strategy across our programmes, research, events and fundraising
- Create compelling content for digital channels, including website, social media and newsletters
- Manage social media channels to grow our online audience and engage existing followers
- Edit the Duchenne UK monthly email newsletter, working with the wider team to gather content and testing outputs to optimise engagement
- Manage updates to the Duchenne UK website
- Manage and monitor social and Google ads to increase supporter engagement
- Design creative content using programmes such as Canva or through briefing external producers and designers
- Regularly monitor digital analytics to achieve ambitious KPIs and grow engagement
- Deal with media enquiries, creating comments and briefings as required
- Identify and create media opportunities, including writing and issuing press releases, opinion pieces and comments
- Manage our media volunteers including interviewing new volunteers and identifying opportunities for them to tell their stories
- Other duties according to the needs of the team and including attending occasional out-of-hours events

Person Specification

Experience and knowledge

Essential

- At least two years of experience in a communications role
- Writing communications for external audiences on a range of channels
- Managing/directing press and media enquiries, drafting comments, briefings, and press releases, and engaging the media. Proven experience in generating media coverage with a good understanding of the needs and expectations of different outlets and publications
- Producing social media content and coordinating multiple social channels
- Producing email communications using email marketing software
- Using a content management system to update web content

Desirable

- Monitoring and evaluation of analytics
- Managing Google Ads and social ads
- Creating graphics
- Creating videos
- Working with case studies
- Working in a communications role at a charity, particularly a health charity

Key skills

Essential

- Excellent writing skills, being able to write concisely for different channels and audiences
- Excellent attention to detail and ability to proofread
- Creative thinking and an ability to spot an opportunity
- The ability to work effectively under pressure and meet tight deadlines

Working for Duchenne UK:

Duchenne UK is a small, friendly and family focussed organisation. We are led by two parents of boys who live with Duchenne muscular dystrophy, giving employees a very strong feeling of contribution to our mission.

Duchenne UK prioritises team building and wellness through an annual offsite Team Away Day and an annual offsite Wellness Day, alongside social activity throughout the year.

We operate a hybrid working week, to balance our team-based culture with a positive home-life. In the summer months of July and August, staff benefit from 'Summer Fridays', allowing them to log off at lunchtime on a Friday (pro rata'd for part time staff) and enjoy the long summer weekends.

Sound like the job for you?

We'd love to hear from you. Please send your CV and a 2-page cover letter to una@duchenneuk.org by 30 July 2023.