



## The MPS Society

**Job Title:** Marketing Communications Officer

**Reporting to:** Communications and Information Manager

**Salary:** £20-£23K (depending on experience and pro-rata for part time hours)

**Hours:** Full time (part time may be considered for the right candidate)

**Location:** Amersham

### Purpose of the role

At the MPS Society we aim to transform the lives of people affected by MPS, Fabry and related diseases through specialist knowledge, support and advocacy, and research. Our fundraising and communications team make this happen by raising income through community fundraising and corporate giving and securing funds from the pharmaceutical industry to fund the vital work of our support team, as well as raising awareness and sharing up-to-date information about these ultra-rare diseases.

As the Marketing Communications Officer you will develop and plan audience-driven communications across our channels including social media, email marketing and our website, sharing our members' stories and raising awareness of our cause. Working with the rest of the communications team you will provide communications support across the MPS Society and Rare Disease Research Partners (a not for profit subsidiary of the MPS Society).

### Main duties

#### *Digital communications*

- Be responsible for managing our social media channels including planning, scheduling and adapting content to make sure it is optimised for different audiences.
- Source and create interesting and relevant content across a range of channels to support members, engage donors and influence stakeholders.
- Create simple graphics and source images for social media posts that follow the MPS Society's brand.
- Respond to and interact with audiences on social media to create a conversation and increase engagement, collating any regularly asked questions into a FAQs section on the website.
- Stay up to date with social media best practice and innovation and pursue new initiatives where relevant.
- Boost social media campaigns through paid-for advertising and monitor the effectiveness.
- Share responsibility for keeping the website up to date by adding fresh and relevant content.
- Source and write relevant case studies that share our members' stories across our channels.
- Work with the Communications and Information Manager to segment and target specific audiences including managing contacts via the database and develop audience specific messaging.
- Create interesting and relevant email newsletters each month and support other email marketing campaigns.

### ***Audience engagement***

- Work closely with the fundraising team to promote fundraising campaigns including creating campaign materials.
- Work on our annual awareness campaigns to engage new audiences and increase awareness of the diseases we cover.
- Work with the communications and patient services teams to promote our series of family events and special projects throughout the year.
- Take responsibility for managing certain communications projects to deliver our services, promote the charity and raise awareness of MPS, Fabry and related diseases.
- Be a brand champion for the charity and make sure our style guide and tone of voice is appropriately used in communications, maintaining consistency and increasing brand awareness.
- Collate and edit photos, video content and case studies from the Society, researchers, professionals and members to highlight the work of the charity
- Oversee our photo and video library and manage consent.

### ***Measuring success***

- Analyse and report on engagement and performance of content across channels, including website, blog posts, newsletters and email marketing, and make recommendations for improvement.
- Constantly measure and seek feedback to improve the way we work, including developing surveys, understanding and analysing insights and other innovative ways to measure impact.
- Work with the communications team to develop our website SEO and measure analytics to ensure our website is getting the visibility we need.

### ***General responsibilities***

- Adopt a positive approach to personal and professional development, engaging in regular one to one meetings and an annual performance review with Communications and Information Manager.
- Take an active role in your own professional development, researching and attending at least two training sessions/mentoring sessions or similar per year.
- Attend conferences and events out of hours where appropriate.
- Carry out any other reasonable duties as requested by your line manager.

**Covid:** This role is based in our Amersham office which is COVID compliant. Whilst you will be required to work from our office, we are currently allowing flexible hybrid working between the office and home, providing it meets the needs of the team and our beneficiaries. Full office working may resume if deemed appropriate by our Senior Leadership Team.

| Person Specification   | Essential | Desirable |
|--|-----------|-----------|
| Eligibility to work in the UK  | ✓         |           |
| <b>Education / Qualifications</b>  |           |           |
| 4 x GCSE, grade C (or equivalent) including English & Maths.   | ✓         |           |
| 3 x A Levels grade C (or equivalent)   |           | ✓         |
| Degree level educated or equivalent  |           | ✓         |
| <b>Experience</b>  |           |           |
| Experienced user of Microsoft Office especially Outlook, Word and Excel                              | ✓         |           |
| At least 1 years' worth of experience of working in the charity sector in a communications role      |           | ✓         |
| <b>Skills, knowledge and abilities</b>   |           |           |
| Highly organised and able to multi-task  | ✓         |           |
| Working knowledge of social media platforms  | ✓         |           |
| Experience of using content management systems and website tools (eg. Wix/Wordpress)                 |           | ✓         |
| Ability to build strong relationships with a wide spectrum of stakeholders internally and externally | ✓         |           |
| Experience of content writing  | ✓         |           |
| Experience of Adobe Creative Suite or similar design and video editing software                      |           | ✓         |
| Sound interpersonal and communication skills   | ✓         |           |
| Ability to organise own work to meet deadlines with good attention to detail                         | ✓         |           |
| Can proactively meet the needs of the business demonstrating a positive approach                     | ✓         |           |
| Ability to work using own initiative and collaboratively   | ✓         |           |
| A positive response to change  | ✓         |           |
| Proven experience of CRM database  |           | ✓         |
| <b>Motivation</b>  |           |           |
| Passionate about MPS Society's mission and aims  | ✓         |           |
| Target driven and motivated to reach individual goals  | ✓         |           |

**The successful candidate must be eligible to work in the UK.**

**DBS:** The MPS Society is a charity that provides a range of care, support and activities for children and adults at risk throughout the UK. This is provided in a number of ways through our dedicated support and advocacy service, telephone helpline and out of hours support, clinical research, online activities and forums, annual events, patient expert meetings, focus groups and conferences. MPS staff, trustees and volunteers may be asked to be involved in the delivery of its regulated services and activities and therefore will require an enhanced DBS check during recruitment and for this to be reviewed on a regular basis. Barring checks will be sought as appropriate.

**Applications:** If you would like to speak to someone about this role please call 0345 389 9901. To apply please forward your cv to [b.cotterell@mpssociety.org.uk](mailto:b.cotterell@mpssociety.org.uk)

**Closing Date:** We have an initial closing date of 20 September however interviews will be held following receipt and assessment of suitable applications. We will only respond to applicants shortlisted to interview therefore if you have not heard from us within 4 weeks of your application, we thank you for taking the time to apply and your interest in working for us.