

## Digital Communications Officer

### About us

There are approx. 500,000 people in the UK with inflammatory bowel disease (IBD), which can be debilitating and difficult to manage and is still not well understood. The most common forms of IBD, that most people have heard of, are Crohn's Disease and ulcerative colitis. Our mission is to provide better understanding of IBD, based on data, to improve care of and treatments for patients, better information for clinicians and other stakeholders, with the aim throughout of improving outcomes for patients.

We're the largest repository of UK IBD data in the UK, but we're also a young and dynamic not-for-profit company founded just two years ago from a long-running project within the BSG (British Society of Gastroenterology). We're fast re-shaping the way we serve our clinical stakeholders and patients by harnessing the best of the technologies available to us collect data and deliver results, and we've doubled our size in just two years (and still growing). We are deeply involved in the fast-moving and exciting area of health data, and the technologies that underpin and transform that data. We're a small and highly collaborative team, but we work with the biggest: with hospitals, doctors and nurses across the UK; with drug studies and pharmaceutical industry, with the NHS, with key Universities. Although now independent, we are owned and governed by the BSG, the Royal College of Physicians (RCP) and Crohn's & Colitis UK; all of which give us further strong and close working relationships.

### About the role

Our Digital Communications Officer role is a new position in the IBD Registry that reflects both our fast growth and increasing maturity. This is a new role to support our communications activities by building and delivering through our many digital channels the compelling content that will engage our key stakeholders

You will be part of a small and growing and highly collaborative team, reporting to and working closely with the Communications & Engagement Manager, as well as with clinical and academic data specialists and our partner organisations, including Crohn's & Colitis UK, the BSG and RCP and our current partnership with University Hospitals Cambridge for the £5M IBD Hub project for HDR UK.

### About you

We are looking for a data-minded digital communications all-rounder, who is as comfortable writing and editing punchy copy as they are working with tools and social media platforms such as Wordpress, Mailchimp, Twitter and LinkedIn to create web pages, design infographics, craft newsletters, blogs and postings and publish content. You will have a good eye for design, enabling you to create engaging and shareable graphics that build our brand and output these via our website and other social media channels. You will quickly develop an understanding for our audiences that will allow appropriate creation and curation of our different

newsletters, furthering engagement. You will have good technical knowledge about digital communications and above all a flair and creativity for thinking about how digital tools can be used to promote our data-driven research and analysis. You will have great people skills, which will allow you to work constructively within our team to summarise key messages from our data work and translate these into the best digital outputs. You will be able to meet deadlines, work under pressure and juggle multiple priorities without compromising your keen attention to detail and high level of accuracy. Ideally, you will have come from the healthcare or pharmaceutical industries, or a sector where you have gained experience of delivering messages related to improving people's health.

Your most important attributes will be your readiness and ability to learn, your 'can do' mindset coupled with a rigour of thinking and attention to details. Above all, you need to believe in our mission and want to join us to make a difference: our small team makes a big difference in IBD across the UK and this needs to be more than 'just a job' for you.

More information about our organisation can be found on our website:  
[www.ibdregistry.org.uk](http://www.ibdregistry.org.uk)

## **Job Title**

Digital Communications Officer

## **Reporting and key relationships**

The role reports to the Communications & Engagement Manager and has key relationships with the Workstream Leads.

## **Key responsibilities**

### **Campaign and planning**

1. Support the work of the Comms team in creating the digital communications strategic plan for the campaigns
2. Play an active communications role in team meetings, both in collecting deadlines and opportunities for communicating team data results outwards, and informing the team inwards of external opportunities that can showcase our data
3. Maintain a regular review or radar for upcoming events and publicity and communications opportunities, and publicise these to the team

### **Content (all digital channels)**

1. Create content for delivery across our digital channels that presents our work to our audiences in an accessible way with increased awareness and understanding of the Registry and what we do for the IBD community

2. Working within our brand and to quick timescales, use online design tools such as Canva to design infographics to deliver key messages from our data analytics
3. Help to grow and embed our digital brand in all we do, ensuring consistency in messages coming from different internal sources or going out across different platforms.
4. Support the production of the specialist helpsheets with brand-alignment and infographics where required
5. Work with our clinical supporters in capturing new video content using self-handled cameras, providing them with approved scripts and administration for quick execution of these and posting when ready to our online media channels
6. Working within our budget, propose new formats like infographics, stories, videos, blogs etc. that can help to bring complex data insights to the attention of online readers in a more succinct form

### **Social Media**

1. Support the Comms teams in keeping up to date a rolling plan for regular and engaging social media postings
2. Propose content and graphical design for social media posts, aligned with and interacting positively with website and other online media releases
3. Working within our review and approval process, draft and post tweets, posts and online blogs, news and changes in response to our data analytics results
4. Maintain an active watch on the twitter account, keeping the senior team informed of significant problems that might jeopardise the wellbeing of the organisation

### **Website**

1. Keep the website up-to-date to reflect our agreed communications activities, ensuring that new and existing content is compliant with our communications guide, including brand, accessibility, and messaging
2. Build high quality, brand-compliant and search-engine optimised webpages in WordPress, using the DiviBuilder system and other add-ins such as Yoast SEO and TablePress, ensuring required testing and reviews before publishing live
3. Use your social media, newsletter and website skills in combination to produce compelling tweets and newsletter content that link to and balance appropriately with website news, blogs and page updates
4. Work with our WebManager as needed to maintain and develop more complex elements within the website

5. Pro-actively seek and engage with our partners and key external influencers on certain campaign elements, with the goal of increasing traffic to our website

### **Email Marketing**

6. Use our MailChimp and other email platforms (NHS-friendly), working with our existing templates and processes to collate and create our agreed newsletter
7. Review delivery metrics to ensure that an increasing percentage of emails sent are delivered and read

### **Information Governance, Data Security and Compliance**

8. Understand our IBD Registry Information Governance and Data Security (IG & DS) policies and procedures and ensure the effective implementation of these in our digital communications
9. Undertake the audit trail information on access to the communications systems and monitor for any inappropriate activity or inactive usernames.
10. Ensure compliance with accessibility requirements and best practice in website and other forms of digital communications

### **Other**

11. An awareness of Health and Safety legislation, demonstrated in safeguarding the actions of both yourself and others at all times
12. Work within company policies and procedures at all times, proactively raising suggestions for improvement where-ever seen.
13. Maintain appropriate records and logs as may be required (proactively suggesting if none) so that there is a followable trail of information
14. Provide appropriate and timely reports to management as required
15. Deputise in comms activities as may be required
16. Any other duties as may be reasonably expected and are commensurate with the level of the post.

### **Person specification**

#### **Qualifications:**

- Degree-educated or equivalent. An interest in numeric subjects is needed to enable understanding of the data results we are communicating, ideally as a reasonable academic/school record in maths, statistics, and science subjects

**Experience in digital communications (minimum of 1 year):**

- Confident and competence in digital communications design, especially infographics and innovative presentation media for communicating data-driven results
- Experience and competence in digital communications tools and technologies, especially WordPress, MailChimp and Canva, HTML
- Strong and practical understanding of principles of digital communications, including emails, newsletters, websites, blogs, postings, videos and influencers,
- Organised, able to plan work and deliver to plan on time
- Methodical, organised and accurate, with attention to detail
- Excellent written and verbal communications skills
- Innovative and pro-active problem-solver
- Confident with using technology throughout our work
- Experience of working in a sector related to our work: health, healthcare communications, pharmaceutical, medical products
- Experience or understanding of inflammatory bowel disease

**Salary and other details**

This is a permanent part-time (flexible hours) role for **12-16 hours/week** (to be worked flexibly over the week) and offering a salary between **£22,000 - £24,000 FTE** (40 hours) depending on relevant skills and experience.

The role will be fully remote (home-based) working to support the varied hours that the role would require each week. However, you must live and work in the UK.

The whole organisation has been working remotely during the past year of COVID-19, and we are comfortable with remote working. We are looking to embed our learnings from this time into company-wide home/work balance, with a general move to hybrid working model.

We make appointments at an initial salary level (90 or 95% of the proficient salary) or at the depending upon skills and abilities as assessed during the recruitment process. On successful completion of probationary period, proficient salary will be re-assessed).

We offer 25 days holiday each year plus 8 Bank Holidays (all FTE, pro-rata for part time); plus a 5% employer's contribution to your pension.

Our fulltime (FTE) working week is 40 hours/week, and there may be a requirement to periodically work outside of standard office hours (usually remotely), for example, to fit in with clinical schedules.

Our main office is in Epsom, only minutes from the station in brand new offices in a bright modern complex including library, cafes and restaurants. Epsom itself is only 30 minutes train journey from Waterloo, Victoria and Blackfriars, 15 minutes from Wimbledon. We have also been able to use the facilities of our parent organisations near to Regent's Park, London, and we are considering the possibility of occasional all-staff meetings there, to bring us all together.

## **Our recruitment process**

During the COVID-19 restrictions, our interviews will be by Teams video call. There is no fixed closing date for this role. We want to appoint quickly, and we will be shortlisting and inviting to interview on a rolling weekly basis **by the end of each week (Fridays)**.

We will close the process when we have appointed a candidate. Our interview process will involve a combination of two Teams video calls and 2-3 practical relevant tasks done offline, to allow you to demonstrate your ability in relevant key areas. This also aligns with how we work, which is very focused on end results.

## **How to apply**

To apply, all candidates are required to complete and submit our **Application Form**. This is an application form available online that asks questions in four sections: about you; about your education; about your experience; and about your fit for the role. The application form is available on our website.

We want to appoint quickly, and we will be shortlisting and inviting to interview on a rolling weekly basis **from the 14 May, with an expected close date for applications of the 30 May 2021**.

Please note that we will not accept applications that are just a generic CV and that we can only accept applications from candidates who have the right to work in the UK.

If you have any questions, or would like to talk with us beforehand, please email Katie Gray on [finance@ibdregistry.org.uk](mailto:finance@ibdregistry.org.uk) (also for a talk - so that we can arrange a time for a conversation).

Your referees may be contacted prior to a final decision being made, and only after you have attended the interview and with your permission. An employment decision and offer of employment will be made promptly. We will be looking for the successful candidate to start as soon as possible.

*This document describes the main elements of the job. This a new role in a young organisation and this description is a guide to the expectations and main duties as we understand them currently, but it is not intended as a wholly comprehensive or permanent schedule and is not employment. This document is subject to review on an on-going basis.*