

## JOB APPLICATION PACK

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## Member Communications Lead

JOB DESCRIPTION – May 2021

<b>Position</b>	Member Communications Lead
<b>Line Manager</b>	Head of Finance and Administration
<b>Hours</b>	17.5 hours per week, worked flexibly
<b>Place of work</b>	Home or Office based (Linlithgow, West Lothian)
<b>Salary</b>	£26,010 p.a. pro-rata
<b>Length</b>	12 months (possible extension pending review)
<b>Leave</b>	28 days pro-rata
<b>Pension</b>	Employer's contribution: 4%, employee's contribution: 3.2%

### Role description

EOS members are the cornerstone of our work. The Member Communications Lead will ensure that we deliver impactful communications to our members and potential new members in a co-ordinated and coherent way that highlights our services and demonstrates our impact.

The Member Communications Lead will co-ordinate, create and deliver a range of communications activities related to current and potential new EOS members via social media, email, and other platforms ensuring that EOS's voice is consistent throughout.

The Member Communications Lead will work closely with the Media Officer to co-ordinate all EOS's communications with a consistent tone.

### Key responsibilities

#### Direct communication with members

In collaboration with other EOS staff:

- Create and deliver relevant communications to members about upcoming activities
- Create and deliver other communications to members as needed about campaigns, important information, research etc
- Create and deliver fundraising communications to members

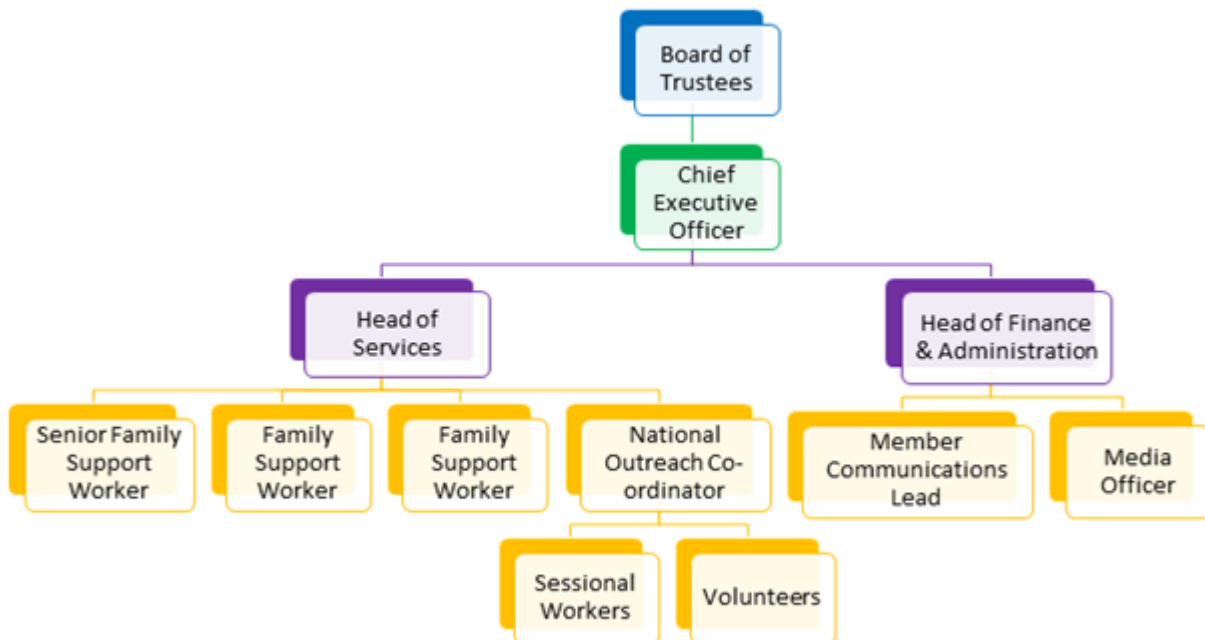
## Maximising the impact of EOS social media

- Strengthen our online presence and identity
- Plan and create posts on relevant platforms about:
  - o our work and activities
  - o our impact
  - o getting involved, e.g. volunteering
  - o fundraising activities
- Ensure all communications are in line with our values and follow safeguarding guidelines
- Lead on social media engagement, such as responding to comments
- Co-ordinate and take part in social media moderation rota (inc. out of hours)
- Maintain the social media guidance and advise the team on best practice in social media engagement
- Explore new digital communication opportunities to showcase our work & raise our profile
- In cooperation with the Media Officer, plan and create content for awareness campaigns

## General

- Monitoring, analysis and reporting of all member and social media communications
- Lead on marketing and promotional materials e.g. leaflets, posters, banners, to ensure that our services are clear to all audiences
- Act as brand guardian on communications
- Attend EOS events when required, which will include getting involved in children's activities on the day and engaging with groups of children. A criminal records check will be required
- Any other duties that may arise within the job as deemed appropriate by the Senior Management Team.

## Staffing Structure



## Person Specification

Knowledge and Qualities	Essential	Desirable
Personable and of a friendly nature	X	
Flexible in approach	X	
Understands EOS aims and values	X	
Understands the importance of brand consistency	X	
Understands the challenges created by chronic conditions, especially eczema		X
Committed to equality, diversity and inclusion	X	
Experience and Qualifications		
Min 2 years' experience of creating social media posts for an organisation	X	
Experience of social media analytics	X	
Experience of sending mass emails from a Customer Relations Management system, in particular Salesforce		X
Experience of working within the voluntary sector		X
Experience of working in a small team		X
Skills		
Excellent organisational skills	X	
Ability to plan and work to deadlines	X	
Ability to deliver communications activities in collaboration with others	X	
Keen eye for detail	X	
Ability to communicate effectively with a wide range of audiences	X	

## How to Apply

**What you should send** - There is no application form. Please provide:

1. **A CV**, explaining what your experience is. We are also interested in people's life experience when it is relevant to the post, such as hobbies and voluntary work.
2. **A covering letter** demonstrating how you meet the person specification and why you would like to work with us.
3. **The names and contact details of two people who will give you a reference**. They should know you in roles that are relevant to this post. We will only contact them for a reference if you are offered the position.

## Where to send applications

The closing date for applications is **Sunday 30 May 2021, midnight**.

Please send your application by email to Dorte Al-Gailani, Head of Finance and Administration, **Dorte@eos.org.uk**

## Interviews

The formal interviews will be held either face to face in Linlithgow or on Zoom on **Thursday 10 June 2021**, depending on the COVID-19 regulation and individual circumstances.

**More information about EOS:** Please visit [www.eos.org.uk](http://www.eos.org.uk)

For an informal conversation about the post, please get in touch by email in the first instance at **Dorte@eos.org.uk**.





## Eczema Outreach Support's Strategy 2020-2024



- **Our vision:** Families with eczema in the UK flourish in a society where they can lead healthy and fulfilled lives.
- **Our mission** is to improve our members' confidence to self-manage and cope with the condition, their access to personalised support and their sense of connection to peers while actively contributing to the improvement of statutory services for our families in the UK and raising awareness of the condition globally.



**We offer direct support** and empower families with eczema so they can cope better with the impact of the condition on their life.

**1-1 support** from a team of Family Support Workers

**Tailored welcome pack** for the whole family with specialist resources

**School workshops** and help with **school healthcare planning** for individual families



**We encourage children** and adolescents with eczema to engage in their own care and build confidence together.

**High 5 Club** for children aged 3 to 10 : fun eczema resources, competitions, pen-pal scheme and workshops at events

**XY Club** for adolescents aged 11 to 17 : eczema guides, teen app, Instagram group, outings and self-management events



**We break the isolation** of families with eczema through opportunities to meet, learn and support each other.

**Learn & Share events** for families and healthcare professionals to gain knowledge and meet others

**Online meet-ups and webinars** by theme and age group

**Online community**



**Our wider impact:** we improve UK statutory services and raise awareness of eczema globally (*overleaf*).

**Healthcare** : we encourage patient education, research and service improvements while sharing our families' experiences.

**Education** : we aim to roll out eczema support guidances accessible to all schools in the UK.

**Awareness** : campaigns targeted at policy makers and the public.

**Our 3 Family Support outcomes** - By accessing our services, children with eczema and their families in the UK are more:

1. **Confident** – Children of eczema and their families have increased their confidence in their self-management and coping skills.
2. **Supported** – Children with eczema and their families feel more supported in regards to dealing with the condition and its impact on life, including at school and with their healthcare providers.
3. **Connected** – Children with eczema and their families feel more connected with others by having access to a community of peers.

**Our 10 Wider Impact goals** - To enhance our Family Support outcomes, we work in partnership with other sectors and organisations nationally and globally to make a wider positive impact on services (healthcare, education and voluntary) and society:

