

<b>Role:</b>	Digital Communications Officer (Permanent)
<b>Region:</b>	Scotland-wide
<b>Base:</b>	Hybrid working: home and travel to National Office (Paisley) and other locations as required
<b>Salary:</b>	£27,205 to £29,163 (depending on experience)
<b>Hours:</b>	Full-time and Permanent (36 hours)
<b>Closing date:</b>	Friday 20 <sup>th</sup> October 2023
<b>Interview date:</b>	TBC

**Are you looking for a role in which you will help to improve the lives of families across Scotland? One that encourages you to work differently, get creative and feel valued by colleagues and the organisation you work for?**

If you are someone with imagination, talent and expertise, we want to hear from you. It's an exciting time for the charity with the launch of [Standing Tall: A Strategy For Growth 2023 - 2028](#) to transform the care and support of Huntington's families, expand specialist services and deepen involvement in research and clinical trials.

This follows two years of significant expansion in our specialist teams, growth in funding, a rise in media engagement and parliamentary support for the work we do, and the success of our ground-breaking Dance 100 event in Glasgow.

Innovative and impactful communications are playing a key role in the delivery of Standing Tall 2023 - 2028 and the appointment of our first Digital Communications Officer will help us to take that vital next step.

Reporting to the Communications Lead, the successful applicant will join an ambitious and hard-working organisation dedicated to families impacted by Huntington's disease, a devastating hereditary condition that changes the brain and causes severe and complex physical, mental health and cognitive symptoms.

At Scottish Huntington's Association you will find a values-driven organisation, founded by families for families and recognised at national and international levels for its expertise and support. Our services are delivered through a nationwide network of Huntington's Disease Specialists, Specialist Youth Advisors and Financial Wellbeing Officers. We offer a flexible working environment, contributory pension scheme, generous holiday entitlement, contributory pension and annual incremental pay increases to top of designated salary scale.

## **Purpose of role**

- Increase awareness about Huntington's disease, the work of Scottish Huntington's Association and the need for expanded specialist services across Scotland.
- Support with the creation and implementation of a communications strategy that contributes directly to the success of Standing Tall: A Strategy For Growth 2023 – 2028.
- Grow our social media audience and enhance digital engagement, build and strengthen relationships, and build the charity's reputation as a leader in the care and support of the Huntington's disease community.
- Provide content and support to SHA's Income Generation team and colleagues across the organisation to target audiences and maximise engagement with activities, campaigns and fundraising event/challenges. This includes use of paid-for social media.

## **Key responsibilities**

- Develop and manage digital communications targeting stakeholders including staff, trustees, families, partner organisations, funders, supporters and donors.
- Create digital assets including short case study videos, graphics, factsheets, emails and impactful messaging and content.
- Seek out innovative ways to increase interaction on social media and through email marketing with family members, new and existing supporters and key decision makers.
- Review and renew website content to ensure it is up to date, SEO optimised and meets the needs of users.
- Monitor and evaluate the impact of our digital communications and website using analytics and reporting tools to report back and make recommendations for improvements.

## **Additional responsibilities**

- Support Communications Lead with media work, written content, editing, proof reading and brand management.
- Ensure all communications work is carried out line with SHA's policies and organisational values.
- Support colleagues to ensure brand guidelines are understood and followed.

Skills and experience	Essential	Desirable
<b>Professional</b>		
Educated to degree level + experience or five years' experience in similar communications role	x	
Ability to analyse, explain and present complex data and information for non-specialist audiences	x	
Excellent writing skills for online and offline content including social media, marketing emails, websites, case studies, newsletters and reports	x	
Knowledge of SEO, writing for the web and the online user experience, and use of reporting tools	x	
Experience of content management systems e.g. WordPress/alternative website builders	x	
Use of Mailchimp/E-tapestry or similar	x	
Video creation and editing	x	
Use of Adobe Creative Suite/Canva	x	
Digital marketing across all platforms	x	
Brand management	x	
Writing news articles, reports and press releases, and working with the media		x
Experience in third sector or health-related role		x
Experience of internal communications and staff engagement		x
Good understanding of GDPR regulations	x	
<b>Personal</b>		
Full driving licence	x	
Strong oral communication skills	x	
Excellent time and task management skills	x	
Flair, creativity and passion	x	
Ability to manage sensitive situations and topics of discussion	x	

## **About Scottish Huntington's Association**

People impacted by Huntington's disease need specialist services to cope with a severe and complex disease, the impact on families and a lack of awareness amongst health and social care providers and the wider public.

Scottish Huntington's Association is the only charity in the country exclusively dedicated to providing expert and personalised support for those impacted by Huntington's disease.

Our personalised support reduces unnecessary hospital admissions, supports carers and other family members; lowers household poverty; and alleviates wellbeing risks to children and young people living in Huntington's families.

We are commissioned by NHS Boards and Health and Social Care Partnerships throughout the country to share our expertise with front line staff and build support for improved services and higher standards of care for every family impacted by this devastating disease. Scottish Huntington's Association plays a full and active role in attracting the global research community to Scotland to work in partnership with us to improve the lives of families impacted by Huntington's disease.

## **How to apply**

Please send a **detailed covering letter and full CV** to tell us about who you are and your experience/impact in previous or current roles. **We would also like to hear about what you hope to bring to the role and, crucially, why you want to join Scottish Huntington's Association.**

You will find more information and the downloadable Equal Opportunities Monitoring Form in the vacancies section of our website at <https://hdscotland.org/volunteering/vacancies/>

Please email your application, including the Equal Opportunities Monitoring Form, with a subject line of **Digital Communications Officer vacancy**, to [recruitment@hdscotland.org](mailto:recruitment@hdscotland.org)

Informal enquiries should be made to Communications Lead Roisin Eadie on 07495 292 434 or by emailing [Roisin.Eadie@hdscotland.org](mailto:Roisin.Eadie@hdscotland.org).

Find out more about Huntington's disease and the work of Scottish Huntington's Association at [hdscotland.org](http://hdscotland.org).

SHA is a registered charity in Scotland and is committed to promoting equal opportunities in employment. Scottish Charity No: SCO10985.