

JOB DESCRIPTION

Interim Communications Specialist

The role

Reporting to the Head of Communications, this interim role supports the organisation through a transition period, leads the development, implementation and evaluation of the charity's communication and media activities in healthcare specific projects. Influencing internal and external audiences from advising colleagues on communications approaches to journalists.

You could find yourself supporting the forthcoming launch of the Royal Osteoporosis Society (February 2019), adapting messaging around Vitamin D or bone health or writing a press release about the latest advancements in osteoporosis identification for the Nursing Times.

You might be planning a major public awareness campaign with colleagues in the Communications team or ordering some new information leaflets to be designed and printed.

You'll certainly be making sure that our various magazines and e-newsletters have crisp engaging content and maximising that content across our business to business / healthcare channels.

This role involves occasional travel and is a three to-six month fixed-term contract.

Key responsibilities

- Provide subject matter expertise on communications activities for key charity activities, projects and campaigns
- Support the press office function responding to reactive media calls as well as deliver the plan for proactive media activity
- Work alongside the Marketing Communications Manager on healthcare related campaigns
- Support the editorial content process working closely with Digital Marketing Officer on content and story creation and make sure content is maximised across channels
- Deliver publications to meet communication objectives on time and to budget including clinical guidelines, leaflets, annual reports.
- Support key stakeholders in effectively aligning and translating healthcare technical language to the appropriate audiences Manage relevant budget lines
- Submission of relevant reporting
- Support delivery of all the charity's communication activities

Person specification

Essential

1. Communications experience – wide knowledge of techniques, approaches and procedures and organising communications / PR / media / campaigns /projects / events / visits
2. Editorial / content experience – writing for a variety of audiences and translating complex medical jargon in to user-friendly content in a range of formats (newsletters, case studies, online, press releases)
3. Media relations experience – including judgement skills on how to run communication campaigns, respond to media requests, crisis communications
4. Experience of managing design, print and production projects
5. Experience of InDesign, Photoshop, Adobe Acrobat Professional
6. Problem solver
7. Meets deadlines
8. Collaborates with colleagues and influences others to achieve results
9. Team player, flexible, hands-on
10. Tenacious, proactive, self-starter and enthusiastic plus good at managing expectations
11. Bold, brave, curious, creative and innovative

Desirable

1. Budget experience
2. Fundraising experience
3. Charity experience
4. Health sector experience

The National Osteoporosis Society operates an Equal Opportunities Policy and does not discriminate on the grounds of disability, age, ethnicity, religion, sexuality or gender.