

Glaucoma UK

Recruitment pack



Digital
Communications
Officer



Position of Digital Communications Officer

Thank you for your interest in the post of Digital Communications Officer with Glaucoma UK.

This document provides background information about the post and the charity, together with a job description and person specification. If you have any queries about the job or Glaucoma UK, please contact Richenda Kew at r.kew@glaucoma.uk or call her on **01233 64 81 67** and she'll be happy to help.

If you would like to apply for the post, please email your completed application form (and optional equalities monitoring form) to Richenda by **19:00 on Sunday 31 October**. Please note that we cannot accept CVs.

Virtual interviews are scheduled for **Friday 5 November**. As a charity we try hard to control costs, so I hope you understand that we're only able to contact applicants who we would like to invite for interview. If we'd like to meet you, we'll be in touch by **17:00 on Tuesday 2 November**.

Thank you again for your interest, and I hope to hear from you soon.

Kind regards



A handwritten signature in black ink that reads "Karen Osborn". Below the signature is a horizontal line.

Karen Osborn
Chief Executive



About Glaucoma UK



Glaucoma
UK



Campaigning & Awareness

Fewer people go blind



Advice & Support

People with glaucoma live well and stay well



Research

Better diagnosis, care and treatment

Glaucoma UK is *the* charity for people with glaucoma. Our vision is to end preventable glaucoma sight loss. We want everyone with glaucoma to be able to live well with the condition, and to make this a reality we:



1. Raise awareness of glaucoma

Provided glaucoma is detected early, most people can retain useful sight for life, but glaucoma can cause serious sight loss if undiagnosed and untreated. We estimate that over 700,000 people in the UK are living with glaucoma, and that half of them don't know that they have it. The vast majority of glaucoma is detected by normal eye health checks via a community optician, and much of our awareness work centres on campaigns to get this message across to the public, so people can protect their sight.



2. Support people to live well with glaucoma

Glaucoma is a complicated disease, and the range of treatments available for it can be complex, confusing and frightening. To help people actively manage their condition and make positive treatment

choices, we offer a wide range of free information and advice leaflets, a telephone helpline, digital support groups, an online patient forum, and volunteer Buddies who provide peer to peer support.

Glaucoma affects people of all ages, but the risk increases with age; we support people from infancy to old age, and the average age of our beneficiaries is 78 years old. People from BAME communities have an increased risk of developing glaucoma, for example people of African-Caribbean origin are four times more likely to develop glaucoma, and it is more likely to appear earlier and be more severe when compared to people of European origin.

Our services are open to everyone, and thanks to the generosity of our supporters, they are free to all who need them.

As well as supporting patients directly, we work closely with healthcare professionals to improve care and increase understanding of patients' needs.



3. Fund research

We fund research into the cause, diagnosis and treatment of glaucoma and typically allocate around £250,000 each year for research.

We also support the Glaucoma UK Chair of Glaucoma and Allied Studies at University College London, Professor Ted Garway-Heath.



Glaucoma UK is governed by a trustee board of 11, mainly comprising eye health professionals and people with lived experience of glaucoma. We're a membership charity, with around 4,000 members – both patients and professionals. Our turnover is c. £1.4m, with the majority of our income coming from legacies and the rest from grants, donations and membership fees. Thanks to the kindness of our supporters, all our services are provided free of charge.

Despite the challenges of the pandemic, we've made some fantastic progress in the last year. We've changed our operating name from the International Glaucoma Association to Glaucoma UK. We have successfully rebranded, launched a new website and new support services and built new communication channels with the people we support.

We're now entering a further exciting stage in our development and are expanding our capacity to meet the changing – and growing - needs of people affected by glaucoma. We are driven by our core values of compassion, support, collaboration, expertise and integrity.

We have a friendly, energetic and ambitious staff team who've all been working from home since the first national lockdown in March 2020. We aim to return to some office-based working as soon as we can, but are about to trial a hybrid working model that gives colleagues the flexibility to work regularly from home as well as the office.

For more information please visit our website www.glaucoma.uk or find us on [Facebook](#), [Twitter](#) and [LinkedIn](#).





About the role



Glaucoma
UK



We're looking for a passionate and innovative Digital Communications Officer to join our team at Glaucoma UK. Over 700,000 people in the UK have glaucoma. Half of them don't know they have it. That's something we're striving to change, and our communications team is at the forefront of this work.

Reporting to our Head of Communications, this role will take the lead on all things digital from social media management to email marketing, website management and digital content production. We're looking for a self-starter who can build upon the work we've started and identify opportunities for new digital journeys to meet our audience needs.

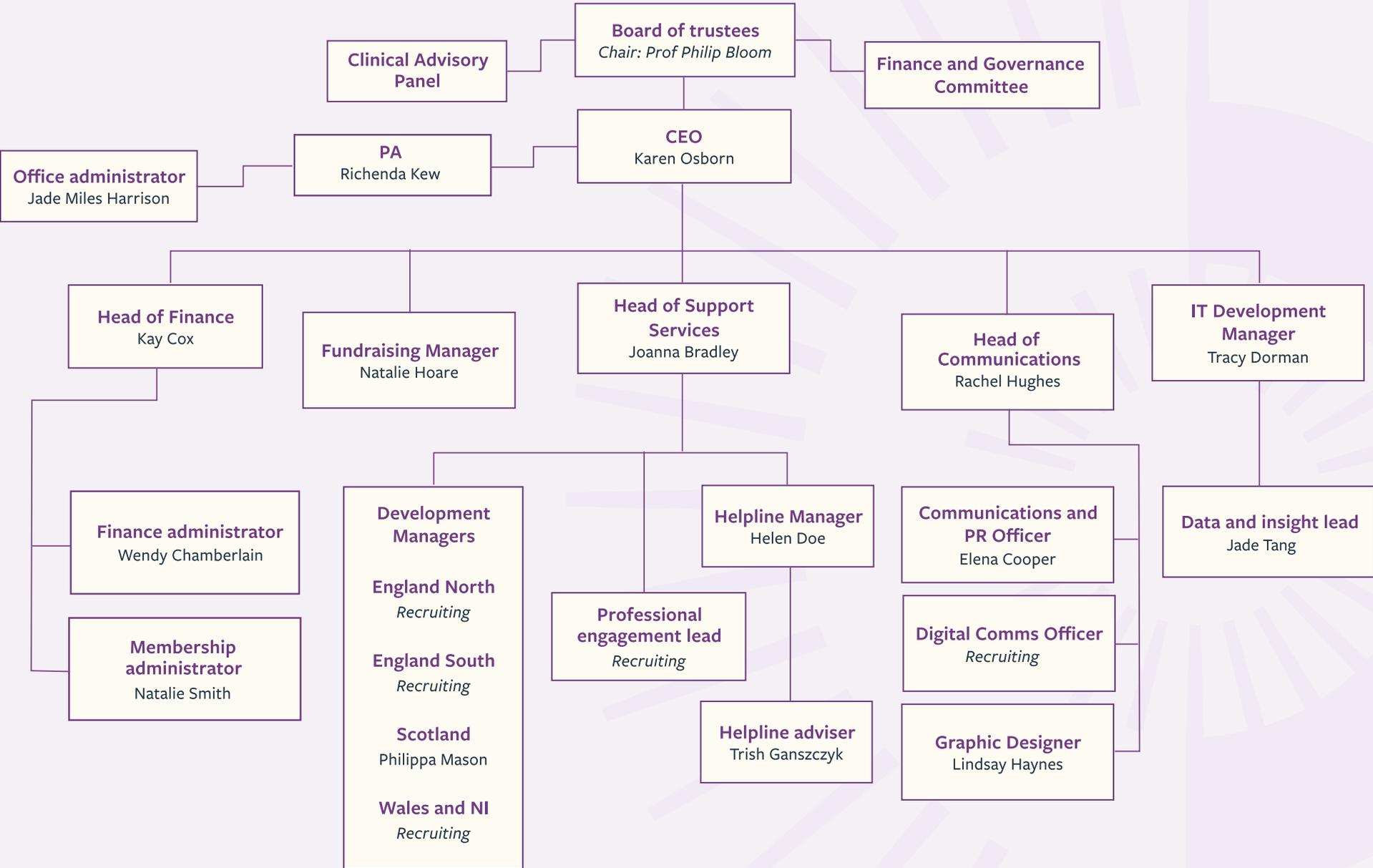
Our digital channels are key to creating positive and personalised experiences for the people we support. The successful candidate will work to foster an emotional connection with our supporters and build an active and responsive online community.

We've recently taken on a new website support agency who you'll work closely with to improve user experiences and develop new online resources and services.

If you're driven by data and insight, have an eye for creativity and can help us enhance our existing activity, we'd love to hear from you.

We can offer training and development opportunities, 21 days annual leave plus Christmas closure, up to 5% contributory pension, access to Benenden healthcare support and an Employee Assistance Programme.

Glaucoma UK staff structure



Job Description

Job Title	Digital Communications Officer
Responsible to	Head of Communications
Responsible for	No other staff
Location	Office based or flexible homeworking with a presence at our head office in Ashford by negotiation
Hours	Full time, 35 hours/week
Contract	Permanent
Salary	£21,200 - £24,950

Main tasks of role

Digital

- Proactively create and deliver regular, inspiring content for our digital channels that engages users and attracts new followers to our cause
- Regularly update content on the website (Wordpress) using content management systems, working with colleagues across the organisation to generate content ideas and edit copy, optimising it for search engines
- Contribute to the development and delivery of social media strategies including identifying opportunities to implement paid advertising strategies, working towards the growth of social media audiences
- Day to day management of social media channels and curation of online forums to create a personalised and positive experience to help foster an emotional connection with our supporters and build an active and responsive online community
- Contribute to photo editing and image creation for digital channels alongside the Graphic Designer
- Take a leading role in the scheduling and production of email marketing activities including e-newsletters - commissioning, editing and structuring content, and working with our CRM (Raiser's Edge) to run data queries that segment audiences
- Identify opportunities for new email programmes and digital journeys to meet our audience needs
- Support the Head of Communications to coordinate paid for media strategies

across PPC, Facebook, Twitter and Instagram, liaising with external agencies as required

- Regularly review performance of content across digital platforms, generating actionable reports which inform future activity and demonstrate impact to colleagues
- Take a leading role in the planning and production of our Glaucoma UK podcast
- Work with the Communications and PR Officer to develop relationships with social media influencers
- Work with the Fundraising Manager to provide online support to personal-challenge fundraisers
- Contribute to the development of new online resources and digital services
- Edit and publish audio and video content

General

- Work in collaboration with colleagues in the communications team to build and main a database of key statistics and latest research for use in communications and PR output
- Provide copywriting and editing support across all internal and external communications for all departments to maintain consistent tone, style and messaging across all outputs and act as a 'brand guardian' together with colleagues in the communications team
- Ensure website orders for printed materials such as patient information publications are sent to our external printers for fulfilment according to the agreed schedule, monitoring stock levels and coordinating print runs as necessary under the instruction of the Head of Communications
- Identify issues that could potentially damage the organisation's reputation and recommend actions to mitigate this risk
- Manage email queries via the marketing inbox and maintain the content calendar
- Take part in the charity's out-of-office media enquiries and social media rota as required
- Attend meetings and events as required, and together with colleagues in other teams, work flexibly when required to help the charity achieve its strategic aims
- Undertake any other duties as may reasonably be required by the employer in order to help achieve our organisational aims

This is an outline of the responsibilities and duties of the Digital Communications Officer; it is not intended as an exhaustive list and may change from time to time to meet the changing needs of the Glaucoma UK and our beneficiaries. Any changes will be made in consultation with the post holder.

Please note: Glaucoma UK is currently undergoing a significant period of organisational change as we grow and develop. In addition to this, with the ongoing impacts of COVID-19, glaucoma care and the needs of people with glaucoma are

changing. Therefore, all colleagues will be required to show a flexible approach to this process – which may involve revisions around job description, titles, roles and departmental structures.

Person specification

Essential experience, skills and qualities

- Experience of managing website content and using web-editing software
- Good knowledge of search engine optimisation or the willingness to develop this knowledge
- Experience of using Customer Relationship Management systems and Email Service Providers
- Experience working with social media in a business environment, with focus on content planning, delivery and user engagement (including social media management platforms such as Hootsuite or Lightful)
- Experience of writing and editing copy for a variety of online channels and to a range of audiences
- Experience using digital analytics and reporting tools such as Google Analytics, Tag Manager, Adwords and other in-platform analytics tools such as Facebook Analytics
- Comfortable using image editing software (ideally Adobe Photoshop and Spark) and video editing software or the willingness to develop these skills
- Good numeracy skills: the ability to transform data and research findings into meaningful accessible reports and action plans
- Highly organised, methodical and efficient, with exceptional attention to detail; calm under pressure, with the ability to manage tight and shifting deadlines.
- A strong work ethic, a commitment to Glaucoma UK's aims and values, and a desire to improve the lives of people living with glaucoma
- Enthusiastic and pro-active, able to take initiative and work autonomously
- Creative, innovative and passionate about digital communications
- Ability to work flexible hours as required, and to travel independently throughout the UK
- Committed to personal development
- Supports a culture of continuous improvement

Desirable

- An understanding of the health and social care landscape and the services available for people with - or at risk of - eye disease
- Basic understanding of CSS/HTML/Javascript
- Understanding of web accessibility standards
- Awareness of GDPR, PECR and Fundraising Regulations

This post is subject to a Disclosure and Barring Service check at an enhanced level.

Glaucoma UK

Woodcote House
15 Highpoint Business Village
Henwood
Ashford
Kent TN24 8DH

glaucoma.uk

Glaucoma UK is the operating name of The International Glaucoma Association.
Charity registered in England and Wales No. 274681 and Scotland No. SC041550
Company Registered in England & Wales no. 1293286