



Glaucoma
UK

Recruitment Pack

Communications and PR Officer



Position of Communications and PR Officer

Thank you for your interest in the post of Communications and PR 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 CV and a covering letter explaining how you meet the person specification to Richenda by **11.30pm on 16 October 2022**.

Interviews are scheduled for **25 October 2022**. If we'd like to meet you, we'll be in touch by **19 October 2022**.

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

Kind regards,

Rachel Nunn
Head of Communications



Campaigning & Awareness

Fewer people go blind

Advice & Support

People with glaucoma live well and stay well

Research

Better diagnosis, care and treatment

About Glaucoma UK

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:



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.



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.



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 David 'Ted' Garway-Heath.



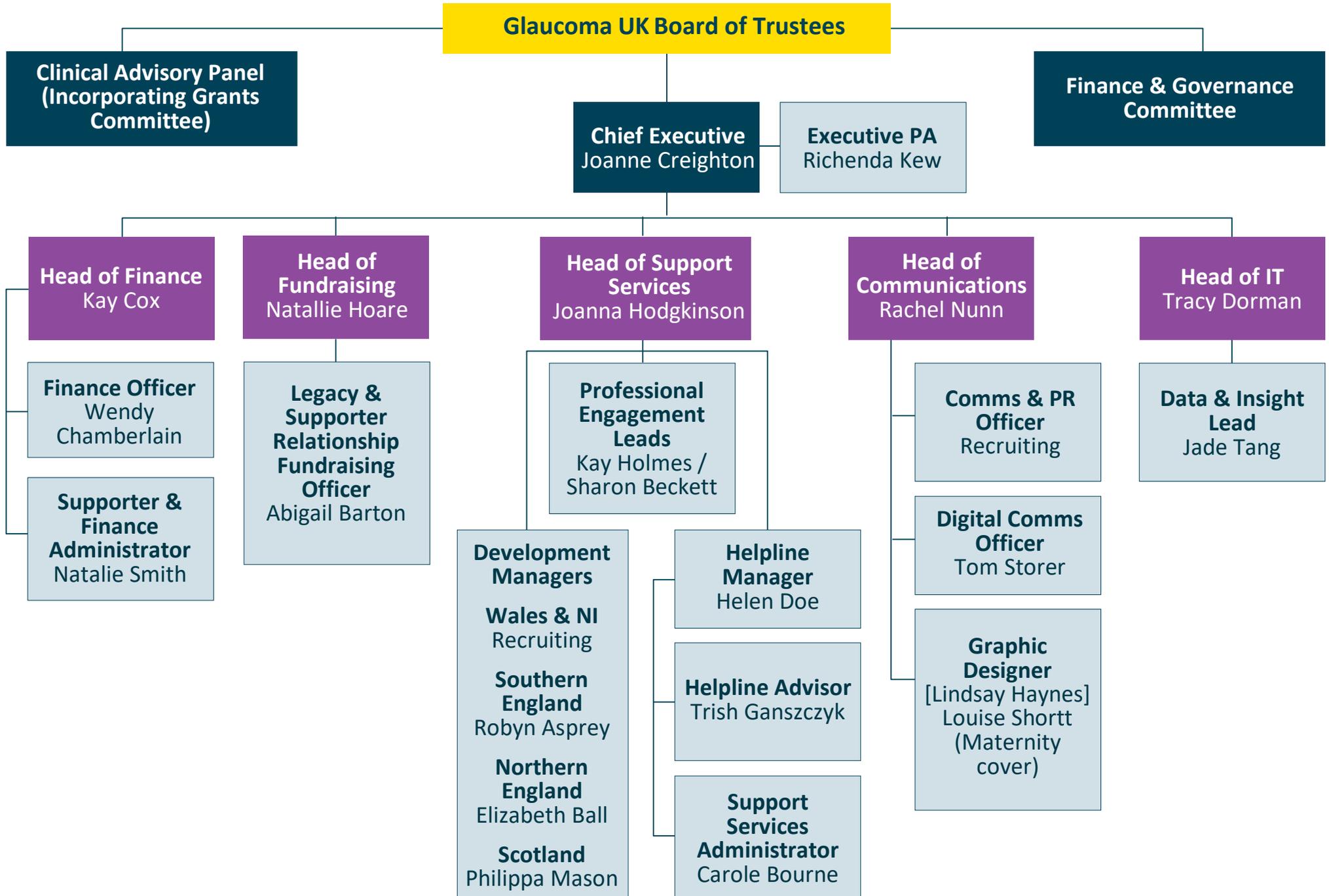
Glaucoma UK is governed by a trustee board of 13, mainly comprising eye health professionals and people with lived experience of glaucoma. We're a membership charity, with around 4,000 members – both patients and professionals. Our turnover is c. £1.4m, with the majority of our income coming from legacies 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 past few years. We 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.

For more information, please visit our website glaucoma.uk or find us on Facebook, Twitter and LinkedIn.

Glaucoma UK staff structure



About the role

We are looking for a skilled and energetic professional to join our small but ambitious communications team. The Communications and PR Officer role is vital to our ongoing commitment to increasing awareness of our work and adopting a more strategic, pro-active and integrated approach to our communications activities.

As our Communications and PR Officer, you will pursue press opportunities with trade and national media to help us increase the organisation's profile. You'll be responsible for monitoring coverage and identifying news agendas which would benefit from the charity's perspective or commentary.

The successful candidate will be a clear and confident communicator, able to take complex issues and translate them for different audiences to develop impactful campaigns. We're looking for someone with a natural flair for storytelling as you will oversee the maintenance of the organisation's case study database, identifying opportunities to cultivate new profiles in line with key messages and organisational priorities.

You'll also play a key role in creating and delivering high quality, inspiring multi-channel content (including but not limited to our quarterly membership magazine, awareness campaigns, email marketing schedule, social media and website) to engage key stakeholders and attract new followers to our cause.

Currently, our team largely work from home, but you would be expected to attend some face-to-face meetings at our Head Office in Kent. We can offer training and development opportunities, up to 5% contributory pension, access to Benenden healthcare support and an Employee Assistance Programme.

Job description

Job title	Communications and PR Officer
Responsible to	Head of Communications
Responsible for	N/A
Location	Ashford, Kent (flexible working options will be considered)
Hours	35 hours a week (will include occasional evening and weekend work)
Contract	Full time, permanent
Salary	£28,500

Communications

- Proactively create and deliver high quality, inspiring multi-channel content (including, but not limited to, our quarterly membership magazine, awareness campaigns, email marketing schedule, social media and website) to engage key stakeholders and attract new followers to our cause.
- Play a key role in the production of our quarterly membership magazine; actively contributing to editorial meetings, writing articles, conducting interviews, editing copy, and overseeing timelines through to print and despatch.
- Work with the Head of Communications to develop key messages, briefings, and positioning statements to ensure consistency and maximise the impact of our campaigns, and manage approval processes internally.
- Oversee the maintenance of the organisation's case study database working with colleagues to identify opportunities to cultivate new profiles in line with key messages and organisation priorities.
- Ensure website orders for printed materials such as patient information publications are sent to our 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.
- Work alongside the Digital Communications Officer to ensure the website and social media is updated regularly with compelling and quality content.

- 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.
- Manage email queries via the marketing inbox and maintain the charity's publishing calendar.
- Take part in the charity's out-of-office media enquiries and social media rota as required.

PR

- Increase the organisation's profile through media engagement, monitor press coverage and identify news and parliamentary agendas which would benefit from the organisation's perspective or commentary.
- Work alongside the Head of Communications to respond to requests from the press for comments, views and supporting information, and maximise opportunities for further engagement on relevant topics.
- Lead on the delivery of an ongoing programme to recruit and develop relationships with celebrity supporters and influencers who can help raise our public profile through the media.
- Proactively seek opportunities and generate ideas and content to achieve positive national media coverage in print, online, and broadcast media.
- Identify issues that could potentially damage the organisation's reputation and recommend actions to mitigate this risk.
- Measure and evaluate performance of key campaigns and media engagement, generating actionable reports which inform future activity and demonstrate impact.
- Undertake any other duties as may reasonably be required by the employer to help achieve our organisational aims.

Person specification

Essential

- Experience of working in a similar role either in-house or in an agency.

- Highly organised, methodical and efficient, with exceptional attention to detail; calm under pressure, with the ability to manage tight and shifting deadlines.
- Excellent copywriting and proofreading skills.
- Experience of crisis communications.
- Experience of developing compelling content for print, digital and broadcast communications channels, accurately conveying information and engaging with a wide range of stakeholders.
- Track record of generating media coverage to deliver messages to a range of audiences.
- A strategic thinker who considers the wider context when planning activity and can sense compelling story opportunities.
- Experience of supporting case studies to share their personal stories in the media.
- Excellent interpersonal skills and the gravitas needed to liaise and build good relationships with celebrities and agents.
- Good numeracy skills; the ability to transform data and research findings into meaningful accessible reports and action plans.
- Enthusiastic and pro-active, able to take initiative and work autonomously.
- 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.
- Ability to work flexible hours as required, and to travel throughout the UK.

Desirable

- An understanding of the health and social care landscape and the services available for people with - or at risk of - eye disease.
- Experience using media monitoring software such as Cision.
- Good understanding of GDPR, PECR and Fundraising Regulations.
- Experience of using analytics and reporting tools such as Google Analytics, Tag Manager, Adwords and other in-platform analytics tools.

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