



Communications Assistant Job Description

Job Title:	Communications Assistant
Team:	Engagement
Salary:	£13,200 (£22,000 pro rata)
Hours of Work:	22.5 hours per week across three days This may include working some unsociable hours including evenings and weekends
Annual leave:	28 days plus bank holidays pro rata
Location:	Milton Keynes and Home Working
Contract Type:	Part time – permanent
Reporting to:	Communications Manager
Key tasks	To support the Communications Manager in developing and delivering engaging content across digital platforms.
Experience Required	Demonstrable experience of communicating key messages through digital media either in a paid role or voluntary work. Experience of creating content plans for use on social media and in MailChimp emails.

About Us

Based in Milton Keynes, PSPA is a national charity providing support and information to people living with Progressive Supranuclear Palsy (PSP) and Corticobasal Degeneration (CBD). These rapidly progressing neurological conditions are caused by the premature loss of nerve cells in certain parts of the brain, and like many other chronic conditions, there is currently no cure. However, many of the symptoms can be managed, and our mission is to provide everyone affected with PSP & CBD with information and support to enable them to lead the best possible life they can.

Raising awareness of these conditions amongst health and social care professionals since 1994, we also fund research into diagnosis and treatments, relying almost entirely on voluntary donations.

About The Role

We are looking for an enthusiastic part-time Communications Assistant to support the Communications Manager in developing and delivering engaging content aimed at growing our reach, aiding awareness raising and supporting fundraising.

In particular, the right candidate will have a passion for everything digital, from social media to e-newsletters, website editing and making the most of Google Grants via analytics too. Skills in SEO or an interest in learning in this area would also be welcomed.

If you have demonstrable experience in creating engaging content, preferably for a not for profit organisation, and you are bursting with ideas to help engage our supporters and beyond, this could be the perfect role for you.

Corporate expectations

1. Ensure you comply with Health and Safety and associated workplace legislation including GDPR, data protection and information security and management requirements.
2. Contribute fully to team and staff meetings, promoting the role of fundraising within the organisation.
3. Display a commitment to equal opportunities and inclusion.
4. Promote the vision and goals of PSPA within your team and other employees.
5. Work within the performance culture at PSPA to consistently achieve your targets and the objectives in your annual appraisal.
6. Undertake any other reasonable duties requested of you commensurate with your role and the aims of the charity.

Key Duties and Responsibilities

As the Communications Assistant, you will support the Communications Manager in key duties and responsibilities, including:

- Work with the Communications Manager across the charity to develop and deliver a social media strategy aimed at broadening the reach of our support. Assist in recruiting loyal volunteers and fundraisers across various roles, challenges and event opportunities.
- Build relationships with colleagues to gather content and create engaging social media content plans and audience specific e newsletters each week in support of the charity's communications objectives. This will, on occasion include supporting events with live posting with onsite photos, interviews with participants and video clips.
- Respond to enquiries directed to PSPA's social media within one working day, liaising with relevant colleagues for any specific support or fundraising questions.

- Regularly monitoring social media engagement and e newsletter opens and produce monthly reports to ensure content plans remain useful, relevant and accurate.
- Use PSPA's Canva account to create images and infographics to ensure social media posts, e newsletter content and website images are eye catching, memorable and brand consistent. When needed, to commission designers to support content production to budget.
- To help source and catalogue relevant free photography stock and support the Communications Manager in commissioning photography and video services as identified in the organisational plan.
- To assist in uploading and editing content on the PSPA website using WordPress, taking particular responsibility for the Local Group areas.
- Assist with writing short articles and proofing content for our magazine PSPA Matters and help to develop new ways of sharing the magazine content across digital platforms.
- Provide support to other communications campaigns and projects as needed.

Person Specification

	Essential	Desirable
Demonstrable experience of communicating key messages through digital media either in a paid role or voluntary work.	✓	
Ability to communicate complex information in a clear and concise way.	✓	
Ability to work as part of a small team as well as independently.	✓	
Ability to organise and prioritise your own workload.	✓	
Responds positively to change, showing initiative and problem solving.	✓	
Good knowledge of Microsoft 365 (Outlook, Word, Teams, PowerPoint and SharePoint).	✓	
Previous use of design software such as Canva.		✓
Experience of working for a not for profit organisation.		✓
Experience of writing social media reports.		✓

Knowledge of editing and uploading content to a CRM		✓
Excellent attention to detail.	✓	
Knowledge of PSP & CBD or other neuro-degenerative disease		✓

This job description is not intended to be an exhaustive list of duties, but it aims to highlight the typical key responsibilities of the post. It may be reviewed from time to time to ensure that it relates to the job being performed, or to incorporate required changes.

Interview Process

Applications for the Communications Assistant role will close on 10 February.

Interviews will be held on either 24 or 25 February 2022.