



Communications and Engagement Lead

Job Pack



Job Description

Post: Communications and Engagement Lead

Salary: SCP 23 £33,366 based on 37 hours per week (full-time)

Location: Hybrid, with 3 days per week at Psoriasis Association Head Office in Northampton (Thursday is a protected office day for all staff)

About Us

The Psoriasis Association is a national patient support organisation dedicated to improving the lives of people affected by psoriasis. We provide trusted information, advice and support; raising public awareness; and fund research into the causes, treatments and ultimate cure for psoriasis.

We are a small, supportive and collaborative team seeking a dynamic **Communications and Engagement Lead** to deliver high quality, creative content that engages key audiences, strengthens our reputation, and amplifies the patient voice.

About the Role

This is a varied, hands-on role covering communications, media relations, campaigns, stakeholder engagement, and events. You will work closely with the Deputy CEO, Digital Communications Officer, and the wider team to deliver impactful campaigns – most notably Psoriasis Awareness Week – and ensure our communications are timely, engaging and audience-focused.

You will provide empathetic, knowledgeable and timely support to patients and service users, making sure their voices are reflected in our work and that they feel supported by the Psoriasis Association. You will also act as a representative for the Psoriasis Association at events, conferences, and within relevant networks, building strong relationships to advance our mission. Occasional travel is required.

Reports to: Deputy Chief Executive



Key Responsibilities:

Strategic Communications and Campaigns

- Lead all internal and external communications, ensuring consistent messaging and alignment with organisational goals.
- Plan, manage and deliver major campaigns such as Psoriasis Awareness Week, integrating new and established activities for maximum impact.
- Work with the Digital Communications Officer to produce and coordinate high-quality, creative content across channels (including social media, websites, print and email).
- Manage paid promotions including Google Ads and paid social media, ensuring campaigns are targeted and cost-effective.

Content Creation and Media Relations

- Create, edit and publish engaging written and visual content to promote the charity's news, events, fundraising, and research updates.
- Act as a medial contact and spokesperson (with training / support provided), maintaining a bank of patient stories and responding promptly to press enquiries.
- Build relationships with journalists, stakeholders, and sector partners, identifying opportunities for the Psoriasis Association to comment on relevant issues.

Digital and Data

- Maintain and update the Psoriasis Association's two bespoke websites (training provided) to ensure accurate, accessible, and engaging content.
- Monitor and report on digital performance using Google Analytics (GA4), adapting strategies based on insights.

Stakeholder Engagement

- Represent and raise the profile of the Psoriasis Association at external meetings, conferences, and networking events, such as those hosted by the British Association of Dermatologists, British Dermatological Nursing Group and Royal College of General Practitioners, as well as other ad hoc opportunities, with some travel required.
- Support engagement with regulatory bodies and health technology appraisals by gathering and presenting patient feedback.
- Develop and maintain relationships with pharmaceutical companies, dermatology and related charities, and research bodies.

Events and Publications

- Assist in organising the Psoriasis Association Annual Conference and other key events.
- Travel to other parts of the UK will be required to support and manage our calendar of events.
- Help produce content for the quarterly Psoriasis Association membership magazine, Pso when required.

The Psoriasis Association, Dick Coles House, 2 Queensbridge, Northampton, NN4 7BF

Telephone: 01604 251620 **Email:** mail@psoriasis-association.org.uk **Website:** www.psoriasis-association.org.uk
Charity Numbers 1180666 and SC049563 August 2025



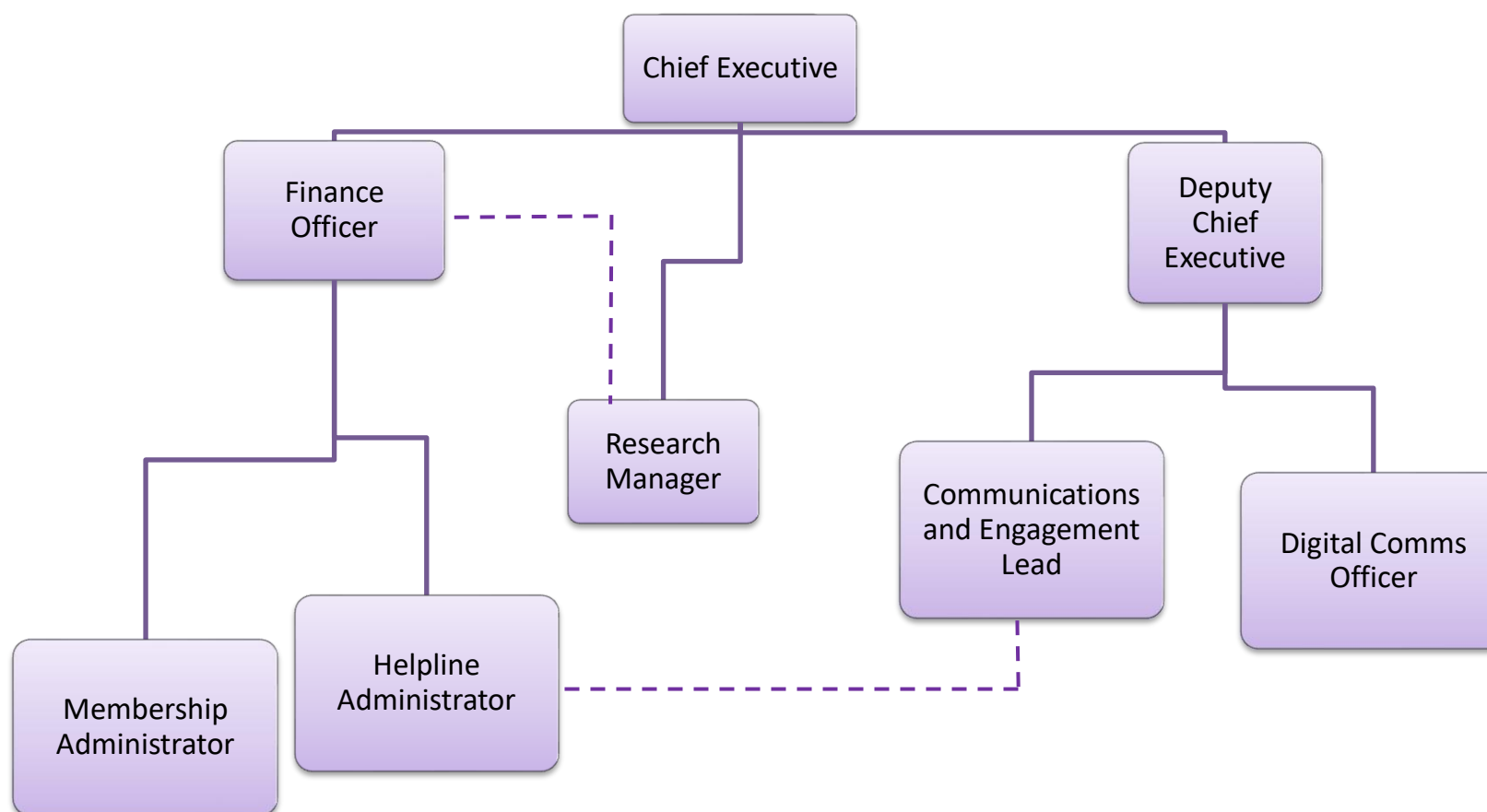
Patient Support

- Oversee and maintain helpline coverage – ensure the WhatsApp, email and telephone helpline is appropriately staffed during operating hours, arranging cover during staff absence or high-demand periods.
- Provide direct helpline support when required, delivering timely, empathetic communication and clear signposting to relevant information or services.
- Ensure consistency in messaging and tone across helpline interactions and all external communications, in line with the charity's values and voice.

Other

- Undertake any other duties as requested by the Senior Management Team.

Organisation Chart





Person Specification – Communications and Engagement Lead

What We're Looking For

We're looking for a creative, strategic communicator who can inspire action, tell compelling stories, and build strong relationships.

You'll bring:

- Proven communications experience – ideally across media, campaigns, and stakeholder engagement
- Excellent writing skills, with the ability to tailor content for different audiences and channels
- Confidence in working with journalists and media outlets, and the ability to act as a spokesperson (with training / support if needed)
- Digital know-how – from website content planning to monitoring website performance with Google Analytics
- Strong project management skills and the ability to balance competing deadlines
- A collaborative approach, working closely with colleagues, patients and healthcare professionals to achieve shared goals
- Empathy and professionalism when engaging with people affected by psoriasis or other long-term health conditions
- The organisational skills to oversee helpline coverage and ensure it's staffed at all times, stepping in directly when needed.

Most importantly, you'll be motivated by our mission and share our values of empathy, integrity, collaboration, excellence, and anti-stigma.



Terms, Conditions and Benefits

Communications and Engagement Lead

Post: **Communications and Engagement Lead**

Hours: Full-time, 37 hours per week (not including lunch breaks), Monday to Friday.

Salary: £33,366

Location: Hybrid, with 3 days per week at Psoriasis Association Head Office in Northampton
(We operate a hybrid working model. Our expectation is that colleagues spend three days a week in the office to support collaboration, team working and development. Thursday office attendance is required each week. We understand that flexibility is sometimes needed, so there may be occasions when two days in the office is acceptable, provided this is agreed with your manager and the needs of the role are met.)

What We Offer

Annual Leave: 34 working days per calendar year (including all bank holidays), rising to 39 days after five years' service.

Office closure days at Christmas, Easter Tuesday, Spring Bank Tuesday, and August Bank Tuesday (included in allowance).

Everyone receives an extra day off annually, which you can use on your birthday, or another special day of your choice.

Pension: 6% employer contribution (following probation) – minimum 5% employee contribution.

Additional benefits:

A health insurance scheme (following probation)
Reserved free parking available on site.
Enhanced maternity and paternity leave (after 12 months)
Flexible and family friendly working patterns
TOIL (time off in lieu) to support work-life balance



**Responsible
to:**

Deputy Chief Executive

**Probationary
period:**

The post will be offered subject to satisfactory references and be subject to a three-month trial period.

Owing to the sensitive nature of some of the work due to be carried out, the Psoriasis Association will arrange for a Disclosure and Barring Service check (previously CRB check) to be carried out.

How to apply:

Please complete the application form - https://www.psoriasis-association.org.uk/media/Jobs/Application_Form_-_Communications_and_Engagement_Lead.docx - CV's alone will not be considered.

The closing date for submitting applications is **Thursday 11th September 2025**.

Applicants must have the right to work in the UK at the time of application, as we are not able to provide visa sponsorship.

Please note, this role may close earlier if we receive a high number of suitable applications, so please apply early.

Please send completed application forms to Laura Stevenson, Deputy Chief Executive at jobs@psoriasis-association.org.uk

Interviews:

Interviews are expected to take place on **Tuesday 23rd September 2025** in person at our head office – Dick Coles House, 2 Queensbridge, Northampton, NN4 7BF.

If you are invited to interview you will be expected to give a short presentation, the subject of which you will be notified in advance and will be asked to provide a scan / clear photo of your right to work in the UK.

If you are successful in your application, we will organise for you to visit the office so a copy of your right to work document can be taken.