



## Job Description

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### **Post: Deputy Chief Executive / Patient Information Specialist**

**Salary: SCP 35 £37,849 based on 37 hours per week (full-time)**

The Psoriasis Association is a busy charity offering authoritative, reliable, quality information, advice and support to people whose lives are affected by psoriasis, raising awareness of psoriasis, and promoting and funding research into psoriasis.

As part of our expansion, we are looking for someone who is dynamic and enthusiastic for our new post of Deputy Chief Executive and Patient Information Specialist. You will be responsible for all the information the Psoriasis Association produces on its website and printed formats, and oversee the social media provisions. You will ensure that the information provided is consistent, medically accurate, continually updated and relevant for the target audiences. Additionally you will be responsible for disseminating information to colleagues working on the telephone, email and WhatsApp helplines. You will ensure that all information resources comply with the Information Standard, and website resources are mobile friendly.

You will oversee the smooth running and ongoing promotion of the Psoriasis Association website, ensuring that awareness of the site and the Psoriasis Association continues to grow amongst the charity's key target audiences (patients, carers, healthcare professionals and policy makers).

You will support the Chief Executive in devising, implementing and maintaining office policies and guidelines and grow and maintain relationships with colleagues in other charities and the pharmaceutical industry.

The role will involve maintaining and developing external relationships with healthcare professional bodies relevant to our work and the pharmaceutical industry. Additionally, you will be required to represent the needs of people with psoriasis at medical conferences, and in government affairs.

This opportunity will require you to work collaboratively with other colleagues at the Psoriasis Association and externally in ensuring media relations are utilised sufficiently and external communications are accurate and informative.

You will provide cover for the Chief Executive as required.

You will supervise the work of the Patient Advocacy and Communications Manager, and the Digital Communications Assistant.

**Responsible to: Chief Executive**

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

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Charity Numbers 257414 and SC039886

January 2019



## **The main duties of the post:**

### **1. Develop, update and maintain Psoriasis Association information resources:**

- Keep up to date with news and research relating to issues around Psoriasis and Psoriatic Arthritis and relating new information to staff
- Develop, update, maintain and promote the Psoriasis Association websites
- Keep all the Psoriasis Association's written material under review, updating as necessary with new information
- Ensure that the Psoriasis Association's written material complies with the Information Standard
- Research, write content and edit the Psoriasis Association's quarterly membership magazine, Pso
- Maintain archive of information

### **2. Produce meaningful reports of Psoriasis Association activities, and use the trends to advance our work:**

- Collate enquiry figures on a monthly basis and prepare for presentation to trustees
- Liaise with the Chief Executive about specific issues and trends arising from enquiries (including, but not limited to, the websites, helplines and social media)
- Solicit feedback from patients, carers and healthcare professionals on their information requirements

### **3. Support helpline staff:**

- Offer information and advice to telephone callers, email and WhatsApp enquiries
- Use credible sources of information to research queries and to follow up calls, emails and written requests with relevant and accurate information
- Train helpline staff on any new treatment or approach to treating psoriasis or psoriatic arthritis

### **4. Governance:**

- Liaise with colleagues and prepare papers for Trustee meetings, and take minutes of such meetings. Track and follow up on decisions, action points and deadlines.
- Create, implement and review office policies and procedures

### **5. Promote and further the work of the Psoriasis Association:**

- Support colleagues in developing Facebook, Twitter, Instagram and YouTube content to maximise the reach of the Psoriasis Association. Continually



analyse effectiveness of each of the channels in delivering information and engaging the key target audiences to ensure resources are focused correctly

- Utilise Google AdWords to help direct people to our websites
- Represent the Psoriasis Association at relevant Dermatology Conferences and help with events such as seminars and conferences
- Speak on behalf of the Psoriasis Association at conferences, meetings and in the media as required
- Represent the Psoriasis Association as required in relationships with representatives from the pharmaceutical industry

#### **6. General:**

- Oversight of the work of the Patient Advocacy and Communications Manager and Digital Communications Assistant, including their annual appraisal
- To assist other colleagues as required



# Person Specification – Deputy Chief Executive / Patient Information Specialist

It is not expected that applicants would necessarily have all of the experience and skills as detailed below but this checklist will be used to help assess suitability for the post.

	Essential	Desirable
<b>Experience</b>		
<ul style="list-style-type: none"> <li>• Excellent writing skills with the ability to draft a variety of documents incorporating references</li> </ul>	✓	
<ul style="list-style-type: none"> <li>• Understanding of digital media and the use of digital channels for raising awareness, information provision and campaigning</li> </ul>	✓	
<ul style="list-style-type: none"> <li>• In capturing user data (sensitively and responsibly) to enable the Psoriasis Association to build a database with which they can have an ongoing dialogue to engage with individuals in the future</li> </ul>		✓
<ul style="list-style-type: none"> <li>• Experience of website maintenance and development</li> </ul>	✓	
<ul style="list-style-type: none"> <li>• Experience of website optimisation and knowledge of Google Adwords</li> </ul>		✓
<ul style="list-style-type: none"> <li>• Experience of analysing data and producing quality reports based on findings</li> </ul>	✓	
<ul style="list-style-type: none"> <li>• Ability and experience in dealing with a wide range of people and organisations</li> </ul>	✓	
<ul style="list-style-type: none"> <li>• Ability to translate complex ideas and information into easily accessible language</li> </ul>	✓	
<ul style="list-style-type: none"> <li>• Knowledge of the Information Standard</li> </ul>	✓	
<ul style="list-style-type: none"> <li>• Experience of working in a small team</li> </ul>	✓	
<ul style="list-style-type: none"> <li>• Experience of working in the voluntary sector</li> </ul>		✓
<ul style="list-style-type: none"> <li>• Ability to write office policies taking into account the size of the organisation</li> </ul>		✓



<b>Understanding</b>	<b>Essential</b>	<b>Desirable</b>
<ul style="list-style-type: none"> <li>An understanding of analytics packages across existing digital platforms</li> </ul>	✓	
<ul style="list-style-type: none"> <li>An understanding of the differences between print and online communications</li> </ul>	✓	
<ul style="list-style-type: none"> <li>An understanding of sensitivity and respect for confidentiality</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Ability to show empathy and understanding of the difficulties of living with a skin condition over all aspects of communication – verbally and in writing</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Awareness of General Data Protection Regulations</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Ability to identify and understand the needs of the Psoriasis Association’s key target audiences to ensure effective customisation of information, via the most effective channels</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Understand the issues surrounding psoriasis and psoriatic arthritis</li> </ul>		✓
<ul style="list-style-type: none"> <li>Good knowledge and understanding of how the NHS works</li> </ul>		✓
<ul style="list-style-type: none"> <li>Understanding of medical terminology and ability to translate this into lay terms</li> </ul>	✓	
<b>Skills</b>	<b>Essential</b>	<b>Desirable</b>
<ul style="list-style-type: none"> <li>Social media literate</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Knowledge of use of social media in an organisational setting</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Communicate effectively using creative and engaging methods, including written, verbal and electronic communication to a variety of people in a friendly, professional and confident manner</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Minute taking and good organisational skills</li> </ul>	✓	
<ul style="list-style-type: none"> <li>General office and administration procedures (e.g. Microsoft Word, Excel and PowerPoint)</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Good presentation, networking and communication skills</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Research skills</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Educated to degree level and / or relevant professional qualification</li> </ul>	✓	
<b>Personal Qualities</b>	<b>Essential</b>	<b>Desirable</b>
<ul style="list-style-type: none"> <li>Well organised and professional approach</li> </ul>	✓	
<ul style="list-style-type: none"> <li>A willingness to undertake training and adapt to changing situations</li> </ul>	✓	
<ul style="list-style-type: none"> <li>High levels of enthusiasm and motivation when working alone and as part of a team</li> </ul>	✓	



<b>Personal Qualities (continued)</b>	<b>Essential</b>	<b>Desirable</b>
• Ability to inspire and motivate others	✓	
• Ability to work flexibly	✓	
• Good time management skills	✓	
• Occasional attendance at meetings / conferences / events outside normal working hours	✓	
• Access to a car for occasional work purposes; a full driving license	✓	