



Job Description

Post: Digital Communications Assistant

Salary: SCP 14 £22,462 based on 37 hours per week (full-time)

The Psoriasis Association is a busy patient support organisation offering information, advice and support for people whose lives are affected by psoriasis, raising awareness of psoriasis, and promoting and funding research into psoriasis.

You will support the staff team by co-ordinating social media activities across the charity, including the analysis and impact reporting on this important area of our work. You will also assist with the dissemination and analysis of other forms of our information provision including post and email.

Responsible to: Patient Advocacy and Communications Manager / Deputy Chief Executive

The main duties of the post:

- To support and co-ordinate social media activities across the charity.
- To develop our core social media channels and our online forums to ensure optimum participation and to add value for those using the sites.
- Day to day management of the core social media channels (currently Twitter, Facebook, Instagram and LinkedIn), managing the flow of post requests.
- Psoriasis Association Facebook Group moderation and member request screening.
- Day to day management of the Psoriasis Association websites and moderation of forums.
- Offer telephone, email and WhatsApp helpline support when required.
- To develop and maintain a set of key performance indicators for social media and our online forums to monitor, analyse and report on this information to improve and develop our services.
- To monitor our website performances, identifying trends and information gaps from telephone and email helpline enquiries.
- To provide support to the Patient Advocacy and Communications Manager and the Deputy Chief Executive on project related delivery.
- Represent the Psoriasis Association, where appropriate, at external events such as Information Days and Conferences.
- To assist other colleagues as 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 SC039886

January 2019



Person Specification – Digital Communications Assistant

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
Experience		
<ul style="list-style-type: none"> Understanding of digital media and the use of digital channels for raising awareness and information provision 	✓	
<ul style="list-style-type: none"> Experience of analysing data and producing quality reports based on findings 		✓
<ul style="list-style-type: none"> Ability and experience in dealing with a wide range of people and organisations 		✓
<ul style="list-style-type: none"> Experience of working in a small team and / or in the voluntary sector 	✓	
Understanding		
<ul style="list-style-type: none"> An understanding of analytics packages across existing digital platforms 		✓
<ul style="list-style-type: none"> An understanding of the differences between print and online communications 	✓	
<ul style="list-style-type: none"> An understanding of sensitivity and respect for confidentiality 	✓	
<ul style="list-style-type: none"> Ability to show empathy and understanding of the difficulties of living with a skin condition over all aspects of communication – verbally and in writing 	✓	
<ul style="list-style-type: none"> Awareness of General Data Protection Regulations 		✓
<ul style="list-style-type: none"> Understand the issues surrounding psoriasis 		✓
Skills		
<ul style="list-style-type: none"> Social media literate 	✓	
<ul style="list-style-type: none"> Knowledge of use of social media in an organisational setting 		✓
<ul style="list-style-type: none"> 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 	✓	
<ul style="list-style-type: none"> Knowledge and understanding / or experience of using Hootsuite 		✓
<ul style="list-style-type: none"> General office and administration procedures (e.g. Microsoft Word, Excel and PowerPoint) 	✓	



Skills continued	Essential	Desirable
• Good telephone manner	✓	
• Must have GCSE English and GCSE Maths to grade C or above	✓	
• Must have A-Levels / A-Level equivalent or previous experience of working in a similar role	✓	
Personal Qualities		
• Well organised and professional approach	✓	
• A willingness to undertake training and adapt to changing situations	✓	
• High levels of enthusiasm and motivation when working alone and as part of a team	✓	
• Ability to inspire and motivate others	✓	
• Ability to work flexibly	✓	
• Good time management skills	✓	
• Occasional attendance at meetings / conferences / events outside normal working hours	✓	