

Digital Communications and Engagement Assistant

Starting Salary: £23,000 to £24,500 (pro rata and depending on experience).

Hours: 20-24 hours per week over 3 days

Reports to: Head of Communications and Content

Location: ERIC is a national charity, based in Bristol. We offer hybrid working, usually requiring at least one day a week in the office. This can be discussed with the successful candidate if they live beyond a commutable distance of Bristol.

Further Information: Contact alina.lynden@eric.org.uk

How to apply:

Send CV and Personal Statement stating clearly how your skills, knowledge, and attributes make you a suitable candidate for the role. Please include the Equal Opportunities Monitoring form and send to Claire.sutton@eric.org.uk

Closing Date: 2pm Monday 6 March 2023

Interview Date: Wednesday 22 and Thursday 23 March 2023

The role:

It's an exciting time to join ERIC in this new role as we develop our Family Services across the country.

You will play a key part in the charity's ambitious longer-term strategy of raising awareness of ERIC and our services so we reach more of the families who would benefit from our services.

Working closely with our Communications & Digital Team, this is an ideal role if you enjoy interacting with a wide range of people and being part of a busy and friendly team.

It's also a fantastic opportunity for someone who wants to build on their existing digital marketing skills, engage with people online and is enthusiastic about using social media platforms to spread the word about our work and engage with our community of families.

Providing excellent customer service is at the heart of what we do as a team, and we would love you to help us make a difference. We are passionate about providing the highest possible care to our supporters ensuring they feel valued, inspired and that they continue to support us.

Key responsibilities:

- Supporting our community to help them achieve their fundraising goals and to give them a good experience of raising money for and awareness of ERIC.



- Gathering stories from young people and their families about their experiences of living with a continence condition to be used to create content and contribute towards funding applications and awareness raising content.
- Planning and creating of social media campaigns and content to promote our services and raise our profile especially amongst new audiences.
- Staying connected with ERIC's regular donors so they continue to feel highly valued members of the ERIC family, using our database to record these interactions.
- Researching and identifying new opportunities to engage with our community on to help raise awareness of our resources and services.
- Writing and sharing online resources including e-newsletters and new content on our website.
- Engaging with individuals and organisations on social media, to identify ways of expanding ERIC's reach and develop new relationships with relevant organisations and individuals.
- Reviewing impact of different types of engagement using digital analytics and other measures to determine their success and return on investment for the charity.
- Other duties at the request of line manager and that are appropriate for the level of the role.

Person specification:

Essential

- Excellent verbal and written communication skills.
- Confident in using the main social media platforms for example Facebook, Twitter and Instagram.
- Able to write in an engaging, friendly way that matches our ERIC style
- Experience of writing for different audiences and adapting style and copy as appropriate.
- Positive and friendly attitude with an ability to build relationships with our supporters.
- Self-motivated and enthusiastic, you will enjoy taking the initiative to try new things and look for opportunities for engagement whilst ensuring every interaction is carried out with excellence and integrity.
- Able to provide excellent customer service so that our supporters feel cared for.
- Ability to work independently and as part of a team.
- High accuracy and attention to detail.
- Strong inter-personal and listening skills.

Desirable

- Experience of using a Content Management system e.g. WordPress.
- Experience of using Canva and Mailchimp.
- Knowledge or experience of children's bowel and bladder conditions.
- Experience of using databases and standard office software e.g. Word, Excel.