

Digital Communications and Content Assistant

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

Hours: 20-24 hours per week over 3-4 days

Reports to: Head of Communications and Engagement

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 bethan.grant@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: 5pm on Wednesday 2 August 2023

Interview Date: Tuesday 15 and Wednesday 16 August 2023 *

*** please state in your application if you are not available on the interview dates as we will do our best to make adjustments.**

The role:

It's an exciting time to join ERIC in this new role as we develop our UK-wide Family Services and grow our enterprises to generate income for the charity.

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

This position involves collaborating with colleagues from various teams across the charity to create and manage digital content and marketing materials, produce short-form video content, update our website, draft copy for the website and social media channels, and lead a project to acquire PIF accreditation for our clinical content and information.

Working in our Communications & Engagement Team, this is an ideal role if you enjoy interacting with a wide range of colleagues 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 & content creation 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.



Key responsibilities:

Website management

- Publish and update written and visual content on the ERIC website, creating new pages, integrating them into the navigation, and designing layouts using WordPress.
- Manage ongoing website maintenance tasks such as creating URL redirects, monitor 404 errors, report errors and building backlinks with external organisations.
- Monitor analytics and impact across our website & conduct quarterly reviews of content for trustee and internal reporting.
- Monitor and re-direct incoming messages made through our website.

Content creation & promotion

- Work with colleagues to plan and create content for our website and social media channels to promote our training, shop products and family resources.
- Ensure our brand guidelines are adhered to and provide regular internal communications to colleagues to maintain and improve brand consistency.
- Create content for ERIC's website and third-party content, including articles, blogs and podcasts for sector publications and websites.
- Produce simple graphics and short-form videos to required formats on platforms such as Canva.
- Ensure new content is compliant with accessibility criteria and meets the needs of our online community.
- Share published content on ERIC's social media channels.
- Review, proof-read and publish content and posts made by other team members.
- Compile and publish email newsletters using Mailchimp to promote the charity's services and events.
- Other duties at the request of line manager and that are appropriate for the level of the role.

PIF Accreditation

- Take a leading role in working towards ERIC's ambition of achieving Patient Information Forum (PIF) accreditation for our clinical content and core information.

Person specification:

Essential

- Excellent verbal and written communication skills.
- 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.
- Experience of creating digital content that adheres to brand guidelines and an understanding of accessibility requirements.
- Positive and friendly attitude with an ability to build relationships with our supporters.
- Confident in using the main social media platforms for example Facebook, Twitter, and Instagram.
- Ability to work to tight deadlines.
- Ability to work independently and as part of a team.
- High accuracy and attention to detail.
- Empathy with ERIC's mission and work to support families affected by bowel and bladder conditions.

Desirable

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