

Action for M.E. Communications and Marketing Officer Application Pack



Thank you for considering joining Action for M.E.

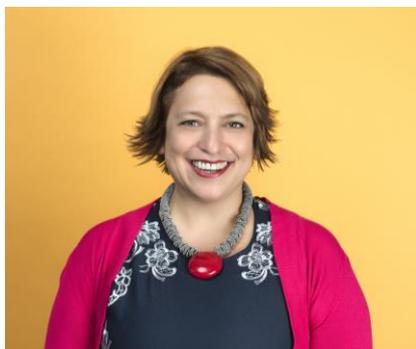
I joined Action for M.E. in September 2012 and am delighted to be working with a staff and volunteer team and Board of Trustees who are passionate, dedicated and determined.

Our 2016 – 2021 strategy, launched at our 2016 AGM and conference, sets out how we meet need now to improve the lives of people with M.E. while taking action to secure change for the future.

A small organisation that regularly punches above its weight, we are leading, with others, a growing community of supporters working to create real change on the scale so urgently needed at a local, national and international level.

In April 2017, we launched our Children's Services after joining forces with national children's charity, the Association of Young People with M.E. This provides an exciting opportunity to raise more money to reach more people and raise much needed awareness and understanding

I believe that Action for M.E. can, and will, make a major contribution to creating the change that is so desperately needed.



Sonya Chowdhury
Chief Executive

Our values

Shared values are held with high regard in our organisation and reflect how we seek to work with our supporters, partners and other key stakeholders. They reflect the attitudes, beliefs and behaviour that we value in each other and underpin our whole approach and culture.



About us

Action for M.E. takes action to end the ignorance, injustice and neglect that people with M.E. face day-in, day-out.

The charity was founded by Sue Finlay in 1987 and since then has been working tirelessly to tackle the inequality experienced by people with M.E.

M.E. (Myalgic Encephalomyelitis) is a chronic, neurological illness affecting an estimated 250,000 adults and children in the UK. It may be diagnosed as Chronic Fatigue Syndrome (CFS, or M.E./CFS).

People with M.E. experience severe, persistent fatigue associated with post-exertional malaise, the body's inability to recover after expending even small amounts of energy, leading to a flare-up in symptoms.

Even in its so-called mildest form, M.E. can have a significant impact on an individual's life, and not just on their health. A lack of understanding and awareness about M.E. means patients can experience disbelief, and even discrimination, from friends, family, health and social care professionals, employers and teachers.

Our vision

A world without M.E.

Our mission

Empowering people with M.E. to fulfil their potential and secure the care and support they need, while working towards a greater understanding of the illness and ultimately a cure.

Our people

President

Clare Francis MBE

Vice President

Martin Arber

Patrons

Lord David Puttnam CBE

Lord Melvyn Bragg

Julie Christie

Alan Cook CBE

Chair of Board of Trustees

Roger Siddle

Vice Chair

Alison Deeth

Board of Trustees

We are an organisation led by people affected by M.E. for people affected by M.E. We aim to have a minimum of 51% of our Trustees who have, or have had, M.E. themselves.

Our Trustees are unpaid and meet at least four times a year and many sit on one of our four sub-committees. Board meeting location alternates between London and Keynsham.

We have a staff team of 29 (22 FTE) and approximately 70 volunteers who support our work in a number of different ways.

Our head office is in Keynsham (between Bath and Bristol) and we also have a small number of staff and volunteers in Scotland and a staff member in East Midlands.

Our purpose is to end the ignorance, injustice and neglect experienced by people with M.E.

Children, young people and adults with M.E. are at the heart of everything we do. We asked and we listened, and have identified a number of challenges that continue to exist for people affected by M.E.

Everything we do over the next five years will be in service of achieving three goals, which we call our strategic touchstones.

By collaborating with those who share our vision and purpose, we make the most of the resources available to us.

Around 50% of our activities will directly focus on targeting information, improving support and reducing isolation to **IMPROVE** the lives of children, young people and adults with M.E.

To be as effective as possible, 30% of our activities will focus on facilitating more action, more influence and better understanding of M.E. to **INSPIRE** action at all levels; and 20% of our activities will be focused on bringing more research, more money and more people into the field to **INVEST** in change.



Job summary

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| Job title | Communications and Marketing Officer |
| Responsible to | Communications Manager |
| Responsible for | Volunteers/interns |
| Salary | £22,000 per annum pro rata |
| Hours of work | Full time (35 hours per week). Part-time/job share (e.g. 2 x 0.5FTE roles) and flexible working requests will also be considered. |
| Annual leave | 30 days + eight bank holidays per year; pro rata |
| Location | Keynsham office or home-based anywhere in the UK |

Job purpose

You will play a vital role in promoting the charity and its work, and engaging with the M.E. community to ensure they can access the support and services they need; and that those around have a better understanding of M.E. and its impact, including professionals, policy-makers and the public.

Key duties

Communications and marketing

- Plan, create and contribute to audience-appropriate, user-led, outcome-focused content for our digital marketing channels, including social media; our e-newsletter *Keep me updated*; and our Online M.E. Centre website, using a bespoke content management system.
- Create content for, monitor and respond to comment across our social media channels (currently Facebook, Twitter, Instagram, LinkedIn & YouTube)
- Lead on developing content to promote the work of our brilliant community fundraisers, and our policy and participation work.
- Engage positively with the M.E. community through our digital channels to improve support, reduce isolation and increase awareness and understanding of M.E. and its impact; and to raise the profile of the charity.
- Contribute to the planning and execution of key campaigns throughout the year, such as M.E. Awareness Month in May.

Working with others

- Work with colleagues across the charity, including the Community Fundraising Officer and policy team, to develop engaging content.
- Line-manage volunteers as needed, supporting them to set and achieve performance objectives through regular 1-2-1 meetings and annual appraisals.

- Build relationships with bloggers and contributors with a view to mutually growing reach and engagement.

Other key accountabilities

- Keep up-to-date with key issues affecting children, young people and adults living with M.E.
- Build relationships with key stakeholders and other charity professionals, to support collaborative working.
- Contribute to tracking management information data and outcome measurement to ensure ongoing review and evaluation of our communications, marketing and engagement work.
- Ensure best value in all service delivery.
- Act as an advocate for the charity and its work, and contribute to raising the profile of M.E.
- Work collaboratively across the charity including staff, volunteers and Trustees, and with key external stakeholders including people affected by M.E.
- Keep up-to-date with and ensure best practice is observed; comply with relevant legislation and regulatory requirements, working within the charity's policies and procedures, including those relating to safeguarding, health and safety and data protection are met.
- Undertake any other duty within your ability and within reason, as may be required from time to time, at the direction of your line manager. This includes cover for team members who are away.

Person specification

Qualifications

- Proven transferable and relevant experience.

Experience and knowledge

- Demonstrable experience in a marketing and/or communications role, ideally within a charity.
- Demonstrable experience of managing interns or volunteers (desired but not essential).
- Demonstrable experience of website content management, ideally Modex.
- Demonstrable experience of managing a range of social media channels.
- Demonstrable experience of planning, sourcing, writing and scheduling engaging online content across a range of social media channels
- Demonstrable experience of engaging with an online community, ideally within a disability or health context.
- Knowledge and understanding of the impact of long-term health conditions such as M.E.
- Demonstrable experience of measuring impact and outcomes, and using this to inform your work.
- Demonstrable experience of working in or supporting income generation teams to integrate fundraising messages across communications and marketing content.

Skills and behaviours

- Ability to source and produce dynamic, engaging, outcomes-focused content, tailored to the needs of our audiences, taking a story-telling approach.
- Ability to set objectives and work creatively towards achieving these.
- Ability to support and motivate volunteers and/or interns.
- Ability to maintain a high degree of accuracy and attention to detail.
- Ability to use using audio and video recording and editing software to produce high-quality digital content (desired but not essential).
- Ability to use own initiative, work independently and to work well in a team.
- Ability to engage face-to-face, by phone and online with stakeholders at all levels, to build relationships and create a sense of community.
- Strong MS Office skills including Word, Excel, databases and web-related programmes and software; experience of media monitoring software desired but not essential.
- Excellent written and verbal communication and interpersonal skills, including a good telephone manner.
- Excellent planning skills with the ability to work methodically, managing and prioritising a varied workload.
- Able and willing to travel occasionally to charity events in the UK.

Attitudes and values

- Self-starter
- Proactive and passionate
- Agile and creative
- Able to give and receive constructive feedback
- Collaborative team-player
- Enthusiastic and inclusive
- Acts with integrity
- Adaptable and flexible
- Calm, compassionate and patient
- Resilient and resourceful

Key competencies

- Confident communicator
- Thrives on attention to detail
- Strategic thinker
- Outcomes-focused

Terms and conditions

Outlined below are some of the main terms and conditions of employment relevant to all employees of Action for M.E.

1. Notice

Temporary contracts have one-weeks' notice on either side in lieu of a probation period.

2. Annual leave

The hourly rate for temporary contracts includes an annual leave allowance.

3. Pension scheme

Action for M.E. operates a group pension scheme on an auto-enrolment basis. All employees will join the scheme on the completion of the probationary period unless they choose to opt-out. Action for M.E. will pay a pension contribution which is currently 4% of salary. Action for M.E. will not pay into a personal pension scheme

4. Salary payment

Salaries are paid in arrears on the last working day of each month, by direct credit transfer into a bank or building society.

5. Flexibility

Some posts may require working outside of normal office hours and travel to attend meetings and events within the UK, including occasional overnight stays.

Application timetable

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|-----------------------------------|----------------------------|
| Deadline for applications | 5pm Monday 18 October 2021 |
| Short list meeting | Wednesday 20 October 2021 |
| Interviews (to be online by Zoom) | Friday 29 October 2021 |

How to apply

To apply, please follow the below link to our application form via Google Forms:
<https://forms.gle/TnC9MJgNpZ6MVmtk6>

For more information, or to submit an application, please contact Stacey Vincent at Action for M.E., 42 Temple Street, Keynsham BS31 1EH. Tel: 0117 927 9551.
Email: recruitment@actionforme.org.uk

Cover image shows, top left to right: Jake, Ian, Paul, Dan, Chris, Rich and Matt who ran and cycled the virtual length of America's Route 66 highway – 2,280 miles – to raise £4,500; Christmas Angels knitted by our supporters to send to young people with the condition; the ME/CFS Priority Setting Partnership research project logo; Olivia taking part in our 2021 #yearslockdown campaign. Bottom left to right: Prof Chris Ponting, patient representative Andy Devereux-Cooke, Solve ME/CFS Chief Scientific Officer Dr Sadie Whittaker and Action for M.E. CEO Sonya Chowdhury at a webinar for DecodeME, the world's largest M.E. DNA study; the campaign banner for our Big Give Christmas Challenge; InterAction, our membership magazine, described by many readers as a lifeline.