

# Retina UK Job Description

**Title:** Digital and EventsSeniorCo-ordinator

**Reports to:** Communications Manager

**Hours:** 35 hours per week

**Salary:** £30,000

**Location:** Flexible, with regular attendance at the Buckingham office. It is a requirement of employment that the post-holder be prepared to work at any additional or different location as maybe necessary.

## About the Charity:

Retina UK is a national charity that funds cutting edge research into inherited retinal conditions and offers dedicated support and information to the thousands of people living with these conditions.

### Our values

These values represent how we behave and work together:

**Approachable:** We are respectful, caring and considerate

**Honourable:** We are open, professional and act with integrity

**Collaborative:** We value all those who support us

**Ambitious:** We are innovative, passionate and always do our best.

## Role purpose:

The Digital and EventsSeniorCo-ordinator will organise Retina UK’s national, in person and online events, including our annual conferences and webinars.

They will also lead on the delivery of the charity’s digital communications including regular e-newsletters and be responsible for the day to day management of Retina UK’s social media channels.

The post holder will work closely with the communications manager to write, edit, co-ordinate and publish content, including case studies, in various formats across a number of channels, including the website, social media, email, and print and online marketing materials.

## Key responsibilities:

### Events

* Organise Retina UK’s national, in person and online events, (with the exception of fundraising events) and liaise closely with other departments, in particular Information and Support and Research, to achieve this.
* Organise and host monthly webinars liaise closely with all other organisational departments, in particular Information and Support and Research to achieve this.
* Market and communicate events, including webinars and conferences, and create the digital and print resources required to do this.

### Social media

* Write, schedule and publish content on social media accounts and be responsible for day to day monitoring and management

### Other digital

* Co-ordinate and send regular targeted e-bulletins
* Update content on the charity’s website
* Co-ordinate production of multi-media communications materials, including video and audio
* Carry out Search Engine Optimisation (SEO) related activity.

### Communications

* Provide communications support for awareness and fundraising campaigns.
* Provide creative, editorial and operational support for communications projects and report on progress.
* Maintain the charity’s image library

### Brand

* Ensure consistent branding is used
* Help maintain and build reputation
* Act as a brand champion.

### Impact measurement and evaluation

* Support with the evaluation and impact measurement of all communications-related activity including gathering quantitative and qualitative data, including using digital evaluation tools.

### Administration

* Liaise with external suppliers, including our digital agency, designers and printers
* Liaise with internal colleagues on communications-related activity
* Undertake administrative work generated by the communications function, such as progress reports, post, scheduling and filing
* Be competent in the use of the charity’s database to fulfil job role and to maximise efficiencies.
* Be aware of GDPR regulations and ensure, with training, that you are working within these guidelines.

# PERSON SPECIFICATION:

Digital and Events SeniorCo-ordinator

E = essential D = desirable

## Experience

3 years + working in an events/communications role **E**

Organising face to face and online events **E**

Working in a small team **D**

Working with volunteers **D**

Communicating with a wide range of people **E**

## Qualifications/knowledge

Educated to ‘A’ level standard **E**

## Skills

Practical IT skills, including MS Office **E**

Excellent organisational skills **E**

Experience with email and social media platforms **E**

Excellent standard of written and verbal English **E**

Understands the importance of accuracy, with the ability to proof-read **E**

Able to communicate with a variety of people in a friendly and confident manner **E**

Highly numerate **D**

Excellent listening skills and ‘news sense’ **E**

Experience of using a database **D**

## Personal qualities

Confident, polite and cheerful telephone manner **E**

Able to act on initiative and willing to learn new skills **E**

An eye for detail and a flair for organisation **E**

Ability to empathise with people with disabilities (particularly visual impairment) **E**

Flexible regarding tasks and willing to work event hours when required **E**

Able to manage a busy workload and competing priorities **E**

A positive, can-do attitude **E**

## Commitment

Empathy with Retina UK’s aims and objectives **E**

Willing to live Retina UK’s values **E**

Willingness and ability to travel if required **E**

Able to work in the evenings and weekends when necessary **E**