

THE SCAR FREE FOUNDATION

COMMUNICATIONS & PROJECTS OFFICER

JOB DESCRIPTION

Location: The Scar Free Foundation offices at the Royal College of Surgeons, Lincoln's Inn Fields, London, WC2A 3PE / Flexible Homeworking

Reports to: The Head of Finance & Operations

Responsible for: N/A

Key relationships: The Chief Executive and members of the Board of Trustees
The Scar Free Foundation colleagues
Scar Free Foundation Ambassadors
The Scar Free Foundation Principal Member organisations, research leads & clinicians, Universities and other comms teams

Primary objective:

To assist the Head of Finance & Operations in delivering activities relevant to the implementation of The Scar Free Foundation's Communications Strategy.

Overview:

You will be responsible for managing and executing our social media strategy across various platforms. In addition you will be responsible for assisting in the development and implementation of the communications strategy, as well as managing Scar Free projects and initiative, including ensuring the website is kept up to date, the quarterly Newsletters are sent on time and assisting with event management. The ideal candidate will have a passion for social media, excellent communication skills, a passion for creating engaging content, and experience managing social media accounts in a professional setting.

Key Responsibilities

Social media

- Develop and implement our social media strategy across various platforms, including Facebook, Twitter, Instagram, LinkedIn, and TikTok.
- Create engaging and relevant content for our social media channels that aligns with the Foundation's mission and values
- Create reels and video content
- Monitor and analyse social media metrics to assess performance and identify areas for improvement
- Collaborate with team members to create and execute social media campaigns to promote our initiatives and events
- Stay up-to-date on social media trends, best practices, and algorithm changes to optimize our social media presence
- Manage the Foundations social media accounts, including monitoring and responding to messages and comments
- Work with external partners and vendors, as needed, to execute social media campaigns and initiatives
- Attend events and conferences to promote our organization and live-tweet or post updates to our social media channels

Website News pages

- Develop ideas and write regular news articles
- Monitor Google analytics and adjust copy as required
- Implement SEO best practice to drive web traffic and generate leads and brand profile
- Ensure copy is promoted and accessed across appropriate media and coordinated across platforms

Media activity

- Support the Head of Finance & Operations in the implementation of the Communications Strategy
- Act as a 'point of contact' for media organisations working with the Foundation on the production of news stories, films, interviews etc.

Supporter communications

- To coordinate the delivery of the Foundation's Newsletter to include liaising with the team to decide a theme, generate content, writing and editing copy and picture selection.
- To issue the Newsletter and respond, where appropriate, to follow up responses and enquiries.
- Managing the audience dashboard – updating and removing unsubscribes/ autoresponders.
- Assisting with any other supporter communications

Ambassador Relationship Management

- Support the Head of Finance & Operations to ensure the lived experience voice is supported and maintained.

Key skills

- Excellent written and verbal communication skills, with the ability to write eloquently, accurately and persuasively.
- Self-motivated, energetic, and able to use own initiative and enthusiasm to get the job done.
- Ability to think creatively about how to present The Scar Free Foundation's cause and the complex research we support in a way that is compelling and resonates emotionally with donors.
- Positive, flexible, and collaborative attitude
- Proficiency in using social media platforms and social media management tools
- Experience with social media advertising and paid campaigns is a plus
- Strong analytical skills and the ability to interpret social media metrics to assess performance and identify areas for improvement
- Creativity and the ability to develop engaging content that resonates with our audience
- Strong organizational and time management skills
- Strong administrative, and research skills, with a keen attention to detail and ability to complete tasks swiftly.
- A confident and persuasive speaker, who is not fazed by meeting and networking with a wide range of volunteers, supporters and donors from all backgrounds.

Personal Qualities:

- A passion for social media and staying up-to-date on social media trends and best practices
- Proactive, self-motivated, and results-oriented
- A positive attitude and the ability to work well under pressure
- Strong interpersonal skills and the ability to build relationships with stakeholders
- Flexibility and adaptability to changing priorities and environments
- Willingness to take on new challenges and learn new skills

The Scar Free Foundation is committed to creating a diverse and inclusive workplace where all employees feel valued, respected, and supported.

We strongly encourage applications from candidates who bring diversity to our team, including but not limited to race, gender, sexual orientation, age, and ability.

We will provide accommodations for candidates with disabilities to ensure they can participate fully in the recruitment process.

Note: This Terms of Reference is intended to be a guide to the role and should not be considered an exhaustive list of duties, skills, and attributes required. Other duties and responsibilities may be added or changed as needed to meet the needs of the both the employee and the Foundation.

