

Communications and External Affairs Assistant (12-month fixed term)

35 hours per week (with option to reduce hours further if required)

Salary: £22,000 per annum

Location: Watford, with flexibility to work from home for part of the week.

Deadline: 6 April, midday

Interviews: 14 April, via videoconference

Relationships

- Reports to: Policy and External Affairs Manager
- Main relationships: Staff and Trustees at the Neurological Alliance, suppliers and agencies working on behalf of The Neurological Alliance, Alliance member organisations, people affected by neurological conditions, clinicians, relevant professional organisations, umbrella organisations, industry partners, service providers and regulatory bodies.

Overall objectives

1. Develop and deliver inspiring, engaging content across our website, social media and email channels.
2. Support policy and external affairs work
3. Provide key administrative functions and play a vital role in ensuring the smooth running of the Alliance

1. Develop and deliver inspiring, engaging content across our website, social media and email channels

- Manage our social media accounts, primarily Twitter
- Coordinate the production, delivery and evaluation of key communication channels such as membership emails
- With support, develop briefings, reports, newsletters, and content for our website.
- Keep the news, resource library and blog pages of our website up to date, ensuring that all reports, briefings, and news are uploaded in a timely manner
- Work with the team to ensure the strategic communications forward planning process is delivered and kept up to date
- Work with members and other key stakeholders to develop content, such as blogs, case studies and news stories

- Monitor the success of our communications through regular evaluation of communications channels, actively testing and tailoring our approach as required

2. Support policy and external affairs work

- Keep abreast of policy developments, through regular monitoring of the external environment, horizon-scanning and communication of key developments to the wider team and membership as required
- Undertake desk-based research to inform policy and campaigns work
- Contact member organisations and wider stakeholders, including people with neurological conditions, to gather intelligence on particular policy issues
- Assist with quantitative and qualitative research projects, including contributing to project plans, setting up online surveys, undertaking interviews, gathering case studies, assisting in data analysis and evaluations activities
- Assist members of the team in preparing reports, drafting papers, preparing presentations and support materials, briefings for internal and external audiences and minuting key meetings (such as our policy group)
- Support our external affairs programme through effective diary management support for the Chief Executive and Policy and External Affairs Manager

3. Provide key administrative functions and play a vital role in ensuring the smooth running of the Alliance

- Together with the Administration and Membership Assistant, build and maintain relationships with our members and key contacts, manage sensitive information and liaise with them to update permissions, contact data, feedback on activities they have been involved in, and deliver excellent stewardship
- Together with the Administration and Membership Assistant, act as the first port of call for enquiries by email and telephone, and provide an efficient and effective response to those enquiries or refer them to appropriate staff
- Liaise with our IT support, landlord, and other suppliers as required to ensure smooth running of the office
- Order stationery and other equipment as required

General responsibilities

- Have empathy with the aims, goals and values of the Alliance, and a commitment to support delivery to meet these
- Respond to email and phones queries, including our info@ mailbox
- Contribute positively to team meetings, team working, collaboration
- Take direction on projects and priorities, which may vary from time to time
- Be self-servicing and able to act on own initiative where necessary
- Develop an understanding of disability issues
- Represent the Alliance at external meetings where required
- Abide by organisational policies and practices, including the equal opportunities policy
- Undertake other tasks that may, from time to time, be necessary and compatible with the nature and grade of this post.

Person Specification

	Essential/ Desirable
Experience and knowledge	
Proven experience of writing for a range of audiences	E
Experience in using social media in a professional capacity	E
Proven administrative abilities (e.g. organising meetings, managing diaries and emails, taking minutes).	E
Experience of undertaking desk-based research to gather intelligence	E
Some knowledge of a relevant area of policy (health/social care/welfare) or the ability to quickly learn about a new area of policy	D
Experience of using email software, ideally MailChimp	D
Experience of analysing and summarising policy related documents such as reports.	D
Experience of producing written communications, such as newsletters, letters, reports, PowerPoint presentations	D
Experience of undertaking research, including surveys and interviews	D
Personal attributes and skills	
Excellent standard of English and communication skills, both oral and written	E
Demonstrable interest in policy and campaigning	E
Able to use initiative and judgment in problem solving	
Excellent interpersonal skills	E
Ability to understand and interpret data, including numerical data	E
Ability to learn quickly	E
Team player, with a cooperative, adaptable and collaborative working style	E
Conscientious and trustworthy, particularly when working unsupervised	E
Ability to prioritise workload and manage time effectively	E
Excellent attention to detail with the ability to maintain accuracy in work at all times	E
Ability to maintain political impartiality and be discreet	E
Excellent IT skills and particularly Microsoft office and collaborative working tools/applications	E
An empathy and understanding of the issues facing people with neurological conditions and those closest to them	D
Education	
Graduate or equivalent	E

E = Essential D = Desirable