



Job Description

Job title: Communications & Campaigns Officer

Reporting to: Head of Communications

Location: London, UK

Starting date: asap

Duration: Permanent

Hours: Full-time (37.5 hours per week)

Package: £27,000 - £29,000 depending on experience
25 days annual leave plus bank holiday
Flexible working
Work scheme pension

Each year 1.34 million men, women and children die of viral hepatitis globally, comparable to HIV/AIDS, malaria and tuberculosis.

The World Hepatitis Alliance (WHA) is an ambitious global patient-led and patient driven member organisation, working with governments, national members and other key partners to eliminate viral hepatitis by 2030.

Our dynamic Communications team is seeking an experienced Communications and Campaigns Officer to develop and implement our external facing campaigning activity for our newly launched global movement, [NOhep](#). You'll be at the heart of our busy London-based team and your key areas of focus will include developing and implementing both our online and offline campaigns activity. You will manage our online campaigns presence, the membership and commission innovative campaigns materials and content.

The role also requires a strong understanding of working with and handling national and international media. Alongside this, the post-holder must have experience managing memberships.

You'll need to work on your own initiative and demonstrate that you can use a wide range of communications techniques, be confident in working with different stakeholders and have creative ideas about how we can meet our communications objectives.

The ideal fit for our team will be a proactive and creative individual who is self-motivated, organised and committed with demonstrable communications, media and member-engagement experience.



Main duties and responsibilities

Campaigning

- Support the development and delivery of impactful and successful campaigns, including organising campaigning activities
- Create and distribute high quality campaigns materials (both digital and paper)
- Work effectively with campaign partners in building advocacy capacity and to develop campaigning resources
- Work to secure media attention for campaigns
- Assisting video and other content development projects
- Provide regular campaign analysis, learning
- Support the running of NOhep's working group

Media

- Create and develop original content to raise awareness
- Draft media releases and handle media enquiries related to the campaign
- Support national and international media sell-in for placing news stories and features
- Respond to news and current affairs to ensure that WHA can maximise opportunities to communicate key messages.
- Design and implement engaging digital engagement campaigns for NOhep supporters.
- Seek out proactive media opportunities and build strategies on how to maximise interest
- Develop strategies to increase members' media capability

Stakeholder Communications

- Maintaining and building NOhep membership base
- Engage with the WHA members to keep up-to-date with news to share with key stakeholders.
- Support the development of monthly newsletters and bulletins
- Seek out opportunities to improve member communications
- Manage communications with Executive Board
- Responding to queries from member groups, supporters and the wider population

Website

- Sourcing and creating original content, including writing articles, blog posts, news, guidance and general pages.
- Ensuring NOhep and WHA website are up-to-date and effective
- Use insights and analytics to monitor the success of the website and suggest improvements.
- Maximise the potential of SEO and AdWords to drive traffic to the website.



Person specification

Essential

- Educated to degree level;
- Two – three years' experience working in a marketing/PR/communications environment;
- Excellent communication skills – both written and verbal;
- Computer literate – must have good working knowledge of Excel and Word;
- Demonstrable experience and understanding of social media;
- Good attention to detail;
- Ability to manage multiple tasks simultaneously;
- Good organisational skills with an ability to multi-task, lead on certain areas and meet tight deadlines;
- Able to think creatively and input own ideas;
- Proactive self-starter;
- Fast learner;
- Confident communicating with people from different cultural backgrounds;
- Self-motivated and enthusiastic with a good sense of humour.

Desirable

- Ability to speak one of the following languages in addition to English (Arabic, Chinese, French, Portuguese, Russian or Spanish);
- Knowledge of design and photo editing software;
- Knowledge of website development and content management systems;
- Knowledge of social media management tools;
- Knowledge of e-marketing tools;
- Knowledge of media monitoring and digital analytics tools;
- Interested in global health issues;
- Knowledge of viral hepatitis.

If you are interested, please send your completed application form to admin@worldhepatitisalliance.org

Closing date – 7 July 2017 although we may appoint before the closing date. Interviews will be held week commencing 3rd July 2017 and 10th July 2017.