



SPINAL INJURIES ASSOCIATION

Communications officer

Dear candidate,

Thank you for your interest in joining this special charity with its vital role and unique culture. I hope that you find the following information useful in supporting your decision to apply.

The Spinal Injuries Association is committed to a singular vision: a fulfilled life for everyone affected by spinal cord injury. Everyone has a right to live a fulfilled life and that means the life they choose, a life that has the same opportunities as everyone else. Our work in campaigning, education and support is based on the personal experiences of our members.

We're the leading national charity supporting individuals who sustain damage to the spinal cord resulting in paralysis. We are a dedicated organisation providing high-impact, quality services for spinal cord injured people and their families.

Being a user-led organisation is important to us; as well as our 13,000 members and growing, just under half of our staff and 90% of our trustees live with spinal cord injury.

You'll be joining the charity at a pivotal time in our development journey. Our passionate team are driving forward ambitious plans to be a true Association for all, to build on our success and achieve greater impact, and this newly re-developed senior leadership post will play a critical role in achieving our ambitions. We hope that the role inspires you and look forward to receiving your application.

[WATCH VIDEO](#)



Nik Hartley OBE
CEO, Spinal Injuries Association

About us

We're the expert voice and leading source of information and advice for people affected by spinal cord injury (SCI). For over 45 years, we've been supporting spinal cord injured people and representing the wider SCI community to government and other decision-makers. Our work in campaigning, education and support is based on the personal experiences of our members.

Our membership continues to grow, and we represent more than 13,000 people.

Our belief is that everyone has a right to live a fulfilled life and that means the life they choose, a life that has the same opportunities as everyone else's. These beliefs have informed the development of our strategic plan: [SIA Website](#), [SIA Strategic Plan](#), [Annual Report 2019/20](#), [FORWARD June Issue](#), and [SIA YouTube](#).

SIA's vision is a fulfilled life for everyone affected by spinal cord injury. SIA's purpose is to support all those affected by spinal cord injury by advising, educating and campaigning on their behalf.

In the past two years we have been redoubling our efforts, through an exciting new framework that has the potential to make this vision a real possibility, by developing an Association model that can:

- Serve the immediate and long-term needs of all people affected by a spinal cord injury
- Challenge all the barriers to accessing quality services and the means to achieving a fulfilled life. We have therefore committed to expand, diversify and be an Association not just of individuals but of organisations.

To achieve this, we have begun to build a support-network of trusted partners in each region and on-line, available to everyone affected by a spinal cord injury

We have been shifting our modus operandi from a 'delivery-at' approach, to one based on engagement, enabling and network building in all our services, in all our advocacy, and in all our digital communications channels.

Role Requirements & Person Specification

Job Title:	Communications officer
Reporting to:	Communications and engagement manager
Contract Term:	Permanent, part time
Location:	Based at SIA House, Milton Keynes <i>(flexible arrangements considered)</i>
Salary:	£15,000 p.a. (£25,000 FTE)
Hours:	22.5 per week, Monday to Friday

Working as part of the communications and engagement team and closely with SIA's workforce, the communications officer will support the successful implementation of the organisation's PR and marketing strategies. The post holder will provide creative, flexible and measurable communications solutions that meet SIA's overall aims. In so doing, they will ensure consistency of messaging and branding across the organisation and will strengthen its external profile and activities with key stakeholders, funding bodies, supporters, volunteers and within the third sector in general.

Duties and responsibilities

Social media

- Play a part in executing SIA's social media strategy, coordinating with stakeholders across the organisation to ensure its effectiveness and increase reach and relevance.
- Feature on social media rota, creating dynamic, accessible, compelling and sharable on-brand content across all SIA platforms.
- Assist with monitoring social media campaigns, ensuring quality control, consistency of approach and accuracy.
- Keep finger firmly on pulse of news, policy developments and daily social media trends and work flexibly to involve SIA in such trends.
- Regularly feedback on insights gained from social media monitoring to relevant staff teams.

Content

- Produce effective, accessible and engaging content for digital and print. Copywriting and proofing.
- Be proactive in working with individuals from other departments to generate diverse, compelling digital content that engages and informs our audiences, ensuring consistency and alignment with tone of voice and brand guidelines.
- Manage and maintain case study log, writing up case studies as they come in.

Public relations

- Develop and maintain relationships with journalists and press, engaging with journalists to secure coverage for SIA and promote the organisation on a national and regional level.
- Writing and distributing press releases.
- Support management of PR campaigns for key events in line with the PR strategy and monitor their reach and delivery.
- Support the further development of the organisation's ambassador programme.
- Engage with high-profile individuals to improve the reach and reputation of SIA.
- Track and maintain log of cuttings and coverage.

Cross-departmental support

- To provide support for SIA events, providing marketing materials or attending the event to provide social media coverage and photography.
- To support teams with their requirements in respect of new or revised marketing materials, liaising with external designers where necessary.

General

- Promote inclusion, celebrate diversity and positively challenge stereotypes.
Administrative support within communications and engagement team.
- Play an active part in team and staff meetings.
- Work in accordance with SIA's mission, strategy and values.

Reporting and line management

- Report to Communications coordinator, within the Communications and Engagement team on all aspects of work and engage in performance appraisal as required.
- Carry out all such duties and activities as determined by the Head of communications and engagement and/or PR and Communications coordinator.

Terms of Employment

This is a permanent, part time position.

- Salary:£15,000 per annum (£25,000 FTE) Hours: 22.5 per week, Monday to Friday
- Annual Leave: 25 days annual leave (pro rata) per leave year increasing to 28 days after three years' service and to 30 days after five years' service.
- Access to Group Pension scheme (6% employer contribution)
- Access to Group Life Assurance scheme on commencement of employment and Employee Assistance
- Free car parking (when office-based)

The Spinal Injuries Association (SIA) is committed to eliminating unlawful discrimination and promoting equality and diversity in its own policies, practices and procedures and in those areas in which it has influence.

Appointment Process

In order to apply please click [here](#) where you can upload a copy of your CV and cover letter. Please ensure you make reference in your cover letter to the role specification.

Timetable

- Deadline for applications: Friday 6 August 2021
- Interviews: Thursday 19 August and Friday 20 August 2021
- Start date: ASAP