

Communications and Engagement Manager – information pack

About stroke

Stroke is the second leading cause of death globally and the biggest cause of adult disability in Europe and impacts on all aspects of life – economic, social, medical, physical and mental, with a 30% increase in those affected by stroke predicted by 2030. There are millions living with the effects of stroke, as stroke survivors and carers, and they need support and a voice in decision-making.

About us

The Stroke Alliance for Europe (SAFE) is the leading European-wide network of over 30 stroke support organisations.

SAFE was set up as a European Patient Group in 2004 as a result of a European Parliament initiative calling on EU member states to tackle stroke as a preventable disease and is the voice of all those affected by stroke in Europe.

It is a non-profit membership organisation, working to reduce the incidence and impact of stroke in Europe through advocacy, campaigning, education, research and awareness raising.

Our vision is a better future - a Europe where preventable stroke is eliminated, death and disability minimised, and every person affected by stroke lives their best life possible.

We aim to attract and retain the best people. We offer home and flexible working. Regular 1:1s, as well as team meetings which are important to us to help you achieve your work objectives. We want to support people who work with us and provide opportunities for development.

About you

We are looking for someone who has a passion for health and engaging with our members and the public. Reporting to the Director General, you will work within a small, innovative team.

You will be an adaptable self-starter with curiosity about developing a career in the NGO/health sector or be someone who has had a successful career and wishes to work fewer hours per week but still deliver on important work.

You will have excellent editorial and copywriting skills with the ability to create copy for defined audiences. You will have strong administrative and organisational skills and experience in running successful projects from inception, implementation to evaluation. You will be creative and enthusiastic and will have experience in creating and delivering content for audience led multi-channel campaigns to achieve organisational objectives. You will be a motivated, conscientious and trustworthy great teammate with excellent interpersonal skills.

About the role

- Freelance/self-employed contract position
- 2-3 days per week
- Home based with some travel requirements
- Access to your own laptop, relevant software licences and internet access
- One year contract with opportunity for renewal

You will play a key role in communicating our work with our member organisations, stroke survivors and wider partners.

You will do this by helping to deliver key projects, and developing inspiring, engaging content across our website, social media and email channels. You will also provide key administrative functions, thereby playing a vital role in ensuring the smooth running of SAFE.

Delivering key projects, many through partnerships with our member organisations:

- Develop annual communication plans to support our strategy
- Create, plan, implement and evaluate engaging campaigns to promote our work streams
- Utilise European Stroke Awareness Day other awareness events (for example, Brain Awareness Week, World Stroke Day) as a mechanism to promote key themes/ projects
- Promote the second European life after stroke forum conference, spring 2024.
- Work with the European Stroke Organisation to deliver the communications of the Stroke Action Plan for Europe
- Coordinate the dissemination of the EU research projects that we are involved in

Developing inspiring, engaging content across our owned, earned and paid for channels:

- Develop our engagement strategy with our members including:
- Promoting their news and activities on social media and our newsletters
- Sharing updates about events and other opportunities for engagement
- Prepare written material such as news pieces for the meeting reports, website (safestroke.eu and prevention.info), newsletters and design layouts for brochures, flyers
- Prepare social media posts (including graphics and/or other accompanying audio-visual material) and other needed external communication for our projects, initiatives, events and other news

General responsibilities

- Have empathy with our aims, goals and values, and a dedication to support delivery to meet these
- Occasional in-person attendance of meetings across Europe
- Support the President, Director General and the SAFE Team

- Contribute positively to team meetings, team working, and 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
- Be prepared to be both proactive and reactive
- 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.

What you will bring

Proficient spoken and written English	E
Good understanding of visual branding, tone and building an online presence	E
Excellent copywriter, editor and proofreader – ability to develop content that is audience-focused / led	E
Experience of event marketing – planning, delivery and evaluation	E
Knowledge or experience in health policy at the EU level	D
Experience of communicating medical research projects to the general public	D
Experience in digital marketing - experience of successfully creating and delivering multi-channel campaigns (owned, earned, paid including Google Adwords)	D
Proficient in the use of social media platforms and analytics (Twitter/ Facebook/ LinkedIn/ Instagram/ YouTube), Mailchimp, Microsoft Office, Zoom, Google Forms	E
Experience of content management systems (WordPress), how to optimise SEO and Google analytics	E
Experience of using creative software (for example, Canva, Adobe Creative Suite) and video-editing software (for example, Adobe Premiere Pro) to create engaging content,	D
Experience of working with third party agencies (management of contract and evaluation)	D
Understanding of GDPR regulation	D
Dedication to our vision and the mission, with an appreciation and understanding of the issues facing stroke survivors and those closest to them	E
Excellent interpersonal skills and ability to work as part of a team and individually, with a coordinated, adaptable and collaborative working style	E
Highly organised with the ability to multi-task – work on a variety of projects at any one time and be able to prioritise effectively	E
Ability to work accurately, with strong attention to detail	E
Conscientious and trustworthy and able to use initiative and judgment in problem solving particularly when working unsupervised	E

E = Essential D = Desirable

To apply

If you have any questions about the role or our work, please do not hesitate to get in contact with Arlene Wilkie, Director General arlene.wilkie@safestroke.eu

To apply, please submit to arlene.wilkie@safestroke.eu:

- a two-minute video, in English, telling us why you are the best candidate for the job
- a personal statement, in English, no more than two sides of A4, detailing how you fit the person specification,
- along with your CV
- and a completed equal opportunity monitoring form

Please submit your application by 17:00 GMT/18.00 CET, Tuesday 2 May 2023

All applications will be acknowledged

Interviews will take place via videoconference on Tuesday 9 May – Thursday 11 May and Tuesday 16 May – Thursday 18 May depending on availability.

We look forward to hearing from you