



Moorfields
Eye Charity



Job information pack

Communications assistant

Moorfields Eye Charity, 162 City Road London EC1V 2PD

Tel: 0207 566 2565

Email: moorfields.eyecharity@nhs.net

moorfieldseyecharity.org.uk

Registered Charity No 1140679



[moorfieldseyecharitylondon](https://www.facebook.com/moorfieldseyecharitylondon)



[@eyecharity](https://twitter.com/eyecharity)



[moorfields_eye_charity](https://www.instagram.com/moorfields_eye_charity)

Welcome

Thank you for your interest in the work of Moorfields Eye Charity. We believe that people's sight matters and wish to strengthen our committed and passionate staff team by appointing a communications assistant to join our communications team.

We are the main fundraising and grant-making charity for Moorfields Eye Hospital NHS Foundation Trust (Moorfields) and its academic partner UCL (in particular the UCL Institute of Ophthalmology), two world-leading institutions. We invest in life changing eye health by funding innovative research, equipment, patient care and training – benefitting patients in the UK and around the world.

We have ambitious plans. We are putting into action a new five year business plan that will see us grow to expand from our current commitment to raise and fund around £6m annually to become a £10m a year charity. We're delighted to be growing our team to help us achieve this ambitious goal.

We have a phenomenal once-in-a-century opportunity to create Oriel, a new home for eye care, research and education, bringing together Moorfields and the UCL Institute of Ophthalmology. This new centre is expected to open in 2026-27 and will be located near St Pancras in London. Philanthropy will play a critical role in the delivery of Oriel and we're leading a fundraising campaign, in partnership with UCL, to raise £100m to support this.

I joined Moorfields Eye Charity because I am passionate about eye health and wanted to support the pioneering work of the world-leading partnership between Moorfields and UCL. The years ahead will be a time of exciting transformation for our charity as we play a pivotal role in creating Oriel, embed a culture of philanthropy across the Moorfields family, increase our fundraising and grant-making, deliver our ambitious strategy and make a difference to people living with sight loss.

I hope you are as excited as we are by the opportunity to play a key role in that journey and thank you for your interest in joining our team.

We look forward to hearing from you.



Robert Dufton
Chief executive

A handwritten signature in white ink that reads "Robert Dufton". The signature is fluid and cursive.

Key information

Hours:

Full time (37.5 hours per week)

Contract type:

Permanent

Salary:

£24,060 to £28,306

Annual leave entitlement:

27 days plus bank holidays, increasing after 5 years and 10 years service

Reports to:

Digital communications officer

Probation period:

3 months

Notice period:

1 month during probation, 2 months thereafter

Place of work:

City Road EC1, with flexibility to work part of the week from home (agreed for each post individually, depending on the nature of the role)



About the role

The communications assistant will work closely with the charity's digital communications officer and the communications manager. You will help to build the external and internal profile of Moorfields Eye Charity to a wide range of audiences including supporters and grant recipients, staff across Moorfields Eye Hospital NHS Foundation Trust and its academic partner, the UCL Institute of Ophthalmology.

This is primarily a digital role. You will support the implementation of the charity's communications strategy.

You will be responsible for updating the day-to-day content of the charity's website and social media channels, following the house style and accessibility best practice, to meet communications KPIs and organisational objectives. You will help enhance content and improve engagement responding to analytics results.

You will also support the digital communications officer with email communications using Mailchimp including creating the quarterly newsletter and implementing processes across other teams.

The communications assistant will be responsible for supporting wider delivery of the charity's communications activity such as producing content for the website, Visibility magazine, etc, organising the multimedia library, and helping with the production of other media – films, podcasts etc.

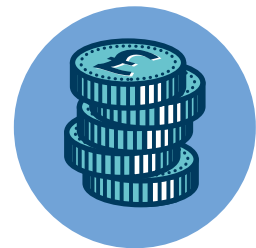
Impact report, 2022



£8.1m income raised



**Over £94,000 raised at
our annual fundraising
walks, Eye to Eye**



**£6.2m in new
awards committed**



Role description

Programme delivery

- › Support the digital communications officer and communications manager in delivering the charity's communications strategy focused on increasing awareness and engagement.

Website

- › Operate the content management system (CMS) for the charity's website keeping the site updated and ensuring that the website is optimised for search engines (SEO).
- › Support the digital communications officer to ensure the website is delivering the objectives, accessible, maintained and secure.
- › Review the site regularly checking content is fresh and conforms to the house style.
- › Respond to results of analytics, monitoring KPIs and make changes where necessary as agreed with the team.

Social media

- › Create and co-ordinate a content plan for social media with the digital communications officer and implement processes for internal input.
- › Post content and engage with online stakeholders on the charity's social media channels (currently Twitter, Facebook, LinkedIn and Instagram).
- › Monitor queries and complaints received via social media to ensure these are fed back to the appropriate team and dealt with swiftly.
- › Ensure communications on social media are in line with the charity's communications strategy and social media policy.
- › Support with monitoring and sharing of monthly analytical reports on social media with wider teams.

Email

- › Support the digital communications officer with email communications and help embed email processes across the organisation.
- › Create the charity's newsletter in Mailchimp and work with the digital communications officer on content.
- › Support other teams in using Mailchimp.
- › Facilitate the use of data from the charity's client relationship management (CRM).

Social advertising

- › Support external communications with social advertising campaigns, working with an external agency and potentially managing some campaigns internally.

Publications

- › Support the development of Visibility, the charity's bi-annual supporter magazine and their annual impact report.
- › Support the development of other charity publications as and when required.

Content development

- › Contribute to the writing and editing of impactful copy to use across a range of the charity's communication channels, including website news stories, social media, marketing publications, Moorfields Eye Hospital internal news, and other materials.
- › Ensure all copy is optimised for search engines when published online.
- › Create and edit digital graphics for use online using Photoshop.
- › Support with producing videos, podcasts, photography, including editing of videos, and optimise reach when published.
- › Follow processes to manage the capturing and safe storage of consent for any media produced, where appropriate.
- › Turn charity publications into interactive e-publications.

Multimedia management

- › Manage the charity's multimedia library, ensuring it is kept up to date and accessible, and all media are matched with their subject's consent forms.
- › Support with production of videography and photography.

Communications duties

- › Follow brand guidelines and house style and provide the wider charity team and external suppliers and partners with the tools they need.
- › Co-ordinate the communications planner for use by all staff, helping to embed this across the organisation for joined up communications.
- › Attend and support at events when relevant.
- › Contribute to the reputation of the charity by promoting good communications at all times by all members of staff and challenging bad practice if it should occur.
- › Keep abreast of digital developments to ensure the charity is in line with best practice and undertake investigations of new developments when requested
- › As appropriate, ensure communications materials reflect and reinforce the charity's strategic objectives and key messages.

Other duties

- › Any other duties as may be requested from time to time by your line manager.
- › Ensure that all activities are compliant with law, best practice and the charity's policies and procedures.
- › Occasional evening and weekend work as required.
- › As a member of the charity team to conduct your work and self to a high standard of professionalism and timeliness, being responsible and polite with all stakeholders. To be collaborative with, and considerate and supportive of colleagues as we work together to meet the common goal of delivering the charity's strategy to maximum impact.

A role description is a reflection of the current position and may change emphasis or detail in light of subsequent developments as the charity is a fast-paced environment. Duties may change from time to time, in consultation with the post holder.

The person

Every role at Moorfields Eye Charity helps ensure our success and there are certain skills necessary to support this.

We're looking for someone who has the following experience or demonstrable transferable skills:

Education, qualifications

- › Relevant degree or equivalent experience.

Knowledge and experience

- › Website, CMS, design and copywriting experience.
- › Experience in a digital communications role.
- › Experience of filming and editing video and audio.
- › Experience of producing and editing photographs and digital graphics.
- › Proven ability to write and edit engaging copy for different audiences across varied communication channels.
- › Understanding of journalistic story values.
- › Demonstrable understanding of effective digital communications and a willingness to keep up to date with technologies and developments.
- › Experience of social media and digital platforms.

Skills

- › Excellent written and oral communication skills.
- › Excellent copywriting and proof reading skills.
- › Effective video/audio production and editing skills.
- › Effective photography and image editing skills.
- › Basic digital design skills using platforms like Photoshop.
- › Effective organisational skills and ability to manage time and prioritise work.
- › Ability to work quickly and accurately under pressure.
- › Excellent IT skills, including using Content Management Systems, email marketing systems, social media tools, HTML and web analytics.
- › Ability to build confident working relationships at all levels.

Personal qualities

- › Trustworthy and reliable.
- › Significant attention to detail.
- › Demonstrable discretion.
- › Keen to be part of a busy, friendly team often under pressure.
- › Flexible approach to working hours to meet the needs of the role.

The following criteria would be desirable

- › Experience in social media advertising.
- › Experience in design and print processes.
- › Knowledge underpinned by theory and experience of communications, media, PR and marketing processes and techniques.
- › Understanding of charity or health care or research sectors.

Professional development

We're committed to your continuing learning and development. All of our team have personal learning and development plans in place that are reviewed, discussed and developed on a regular basis throughout the year. As a charity, we ensure that the time, resources and assistance are set aside to support you and maximise your potential and growth.

How to apply

Find out more and details of how to apply [here](#).

Your application should include your CV and a supporting statement (of no more than 2 pages) which addresses the following points:

- › how your experience applies to the role
- › why this role specifically appeals to you
- › why you want to be part of the team at Moorfields Eye Charity

If you think you could do the role, but don't have all the desirable experience, we would still welcome an application from you.

If you would like to discuss this opportunity further or have any questions about the role, please contact Alice Wood at alice@charitypeople.co.uk

Final shortlisted candidate(s) will normally have the opportunity to meet members of the team or wider organisation.

