



ARTHRITIS ACTION

DIGITAL COMMUNICATIONS SPECIALIST (MATERNITY COVER – 1-YEAR FIXED TERM CONTRACT)

JOB DESCRIPTION

This role is open to part-time job seekers or freelancers/consultants.

Reporting to: Deputy Chief Executive Officer

Head Office: Stroke Association House, 240 City Road, London, EC1V 2PR

Location: Hybrid: One fixed day (Monday or Wednesday) in London Office, two days at home. This does not apply to freelancers.

Hours: Part Time: 3 days per week (22.5 hours per week)

Salary: £40,000-£45,000 per annum (pro-rata for 3 days/week). Day rate negotiable for freelancers.

Purpose: To effectively plan and implement Arthritis Action's digital marketing and communications activities to raise the Charity's profile and increase public awareness of arthritis. The ideal candidate will have a mixed background in marketing, websites and social media, with excellent digital skills.

This is a fixed-term, 12-month contract commencing September/October 2025.

Key Responsibilities

- Implement the Charity's communications plans and activities, including but not limited to marketing, advertising, and digital and social media.
- Develop a digital content calendar and update the Charity's website and social media content, including production of creatives and media content on Canva.
- Develop activities through both organic and digital paid-for marketing (e.g. Google Ads, Facebook Ads), managing any third-party support as necessary, in support of membership and events recruitment, and fundraising activity.
- Identify and engage with new and relevant stakeholder groups and target posts in appropriate digital channels that help grow Arthritis Action's reach on a national scale.
- Work with the PR and Communications Manager on the analysis, evaluation and sharing of social and digital performance, and using this information to inform and improve our activity and performance.
- Work with Arthritis Action's PR and Communications Manager on digital content in support of press campaigns and coverage.
- Conduct picture research for our magazine, website, and social channels and manage the image library.
- Work directly with Arthritis Action's website developers to ensure the website is secure and the content is up-to-date. Work with PPC agency to manage our Google Ad Grants' account and implement SEO strategies to drive and optimise website traffic.

Person Specification & Attributes - Essential

- Minimum 5 years' experience in communications and marketing, with broad knowledge of key channels including website, social media, PR and publications, and email marketing.
- Proven ability to develop and deliver effective digital marketing campaigns that drive engagement and action (e.g. event registrations, donations, newsletter sign-ups).
- Strong written and verbal communication skills, with the ability to write clearly and concisely for diverse audiences using Plain English.
- Solid understanding of current digital and social media trends.
- Experience managing and creating content and creatives for social media platforms, including Facebook, LinkedIn, and Instagram.
- Proficient in WordPress and confident producing content for websites and other digital platforms.
- Experience using Google Analytics to monitor and evaluate performance and media activity.
- Highly organised with excellent attention to detail.
- Able to manage multiple projects and shifting priorities effectively.
- Positive, proactive team player with a flexible, can-do attitude.
- An understanding of, and commitment to, equal opportunities and diversity – and the commitment to promote Arthritis Action's vision, mission and brand values and high standards of conduct, integrity and probity.

Desirable Criteria

- Experience working in a charity or not-for-profit setting.
- Experience editing and producing print or digital publications.
- Familiarity with CRM systems and e-communications (e.g. preparing and sending e-bulletins or newsletters).

How to apply

Applications should be in the form of a CV with a covering letter explaining your interest in and suitability for the role. Please provide both email and telephone contact information for yourself. Applications should be sent by email to despina@arthritisaction.org.uk. Candidates must be eligible to work in the UK. Please note that only short-listed candidates will be contacted.

Applications should be received by **5p.m. on Friday 25th July 2025** at the latest. Interviews will take place in London **on Wednesday 30th July 2025**.

Early application is encouraged as we will review applications throughout the advertising period and reserve the right to close the advert ahead of the deadline should we receive a sufficient number of applications.

Arthritis Action is an equal opportunities employer. We treat employees and job applicants in the same way regardless of age, disability, marital status, gender reassignment, race, colour, nationality, ethnic origin, sexual orientation, religion or belief.