

Job Description and Person Specification,

Title:	Media and Communications Officer
Reporting to:	Director, OCD Action
Managing:	Media Volunteer/s
Location:	OCD Action office London EC1V
Hours:	22.5 hours / week (flexible working)
Salary:	£12,600 (full time equivalent £21,000)
Holiday:	14 days not including statutory holidays

Background:

OCD Action is the national charity for people affected by Obsessive Compulsive Disorder. The Charity provides support and information, campaigns for better services and raises awareness of OCD amongst the general public and health care professionals.

While more people are aware of OCD there is still a great deal of misunderstanding about the disorder and in particular its severity and treatability. The Charity wants to change this and to encourage people with OCD to seek help.

This presents a significant communications challenge for the Charity. The key purpose of this role is to support OCD Action's media and communications work to meet this challenge.

Specific duties include:

Securing and providing case studies

- Encouraging a diverse range of volunteers to act as case studies
- Supporting case study volunteers
- Ensuring that case study volunteer activity is properly recorded
- Responding to media case study requests
- Working with the Director to identify and secure suitable media opportunities
- Tracking and reporting on media activity

Social Media

- Growing the Charity's social media presences
- Ensuring that social media activity works to promote the Charity and draws people to it

OCD Action Website

- Ensuring that the OCD Action website is up-to-date and meets the needs of the Charity
- Acting as a main point of contact between the Charity and its website developers
- Creating and editing online copy
- Increasing website performance and usage
- Tracking and reporting on website performance and usage

OCD Week of Action

- Working with the director, volunteers and staff team to develop and deliver the Charity's annual "week of action" campaign (2nd week of February)

NB: This is a new position within OCD Action and as such you may be required to undertake additional duties not listed here that are considered to be in accordance with the overall aim and objectives of the post.

Person Specification

	Essential	Desirable
Experience & Education	<p>Degree level education or equivalent in a relevant field (such as Media and Communications, Marketing, PR, English).</p> <p>Experience of designing and undertaking online social media campaigns.</p> <p>Experience of working with the media to raise awareness of an issue or to promote a product or service.</p>	<p>Personal experience of O.C.D</p> <p>Experience working in a similar role</p> <p>Experience of working in the not-for-profit sector in a paid or voluntary capacity.</p>
Skills & Knowledge	<p>Excellent communication skills, verbal and written.</p> <p>Full understanding of social media and social media marketing techniques</p> <p>Excellent organisational skills, the ability to manage your work programme and work on your own initiative.</p> <p>Ability to work with and report to a line manager, providing timely and accurate accounts of activity undertaken.</p> <p>An ability to persuade and influence others.</p> <p>A high level of IT literacy.</p> <p>A sound knowledge of OCD, and how OCD can impact of peoples' lives</p>	<p>Experience of using website content management systems. (drupal / wordpress)</p>
Attitude	<p>An ability to empathise with people who are affected by OCD.</p> <p>A confident approach</p> <p>Ability to work independently or as part of a team where needed.</p> <p>A desire to make a wider contribution to the work of OCD Action.</p>	