

Information for applicants For the role of Digital Assistant

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Please contact us if you require this job pack in an alternative format.



Letter from the CEO

The MS Trust is a UK charity that believes that no one should have to manage MS alone. We provide trusted information to help people with MS live the best life possible; train and educate MS health professionals to offer the best care and fund MS nurses in the areas of greatest need.

The MS Trust is immensely proud of what has been achieved since the charity was established in 1993.

The drivers for the establishment of the Trust 25 years ago were that applied research was under-funded; information, especially for the newly diagnosed, was woefully inadequate; the image of MS was unduly negative and NHS services left a lot to be desired.

Much has happened in the intervening years.

Today there is much greater public awareness and far more is now known about MS. Treatments have undoubtedly improved and research is getting closer to enabling people affected by the disease to manage the condition.

The MS Trust has made a major contribution in all of this through the professional support and development that it provides to MS specialist nurses and allied health professionals in the field, and the top class information service it provides to people living with the effects of MS.

Our new Advanced MS Champions programme has been launched as we continue to work to improve services and information for people with MS, their families and friends.

In every organisation there is the need to continually re-refresh with new perspectives, new skills and new energies, hence our search for the role of Digital Officer to join our staff.

I would like to take this opportunity to invite you to make your own personal contribution in this important endeavour.

David Martin
Chief Executive

About us

The MS Trust is a £3m UK charity that believes that no one should have to manage MS alone. We fund, MS nurses in the areas of greatest need, train and educate MS health professionals to offer the best care and provide trusted information to help people with MS live the best life possible. Our website and digital offer is a key part of that support.

MS specialist nurses are vital in helping people living with MS deal with their diagnosis, consider their treatment options and adjust to living well with MS. That's why we believe that every one of the 110,000 people living with MS in the UK should have access to an MS specialist nurse; we're working with the NHS to fund new MS specialist nurses in areas that need them most.

And, since 2000, we've provided the essential training for every new MS specialist nurse in the UK. We also support the multidisciplinary MS team with residential training, study days and the biggest annual conference for MS professionals in the UK.

In recognition that many people with MS are missing out on vital proactive care, the charity has created an Advanced MS Champions programme. Our Champions will identify those who need help most, establish clear care pathways, co-ordinate care and deliver individualised care to support some of the 40,000 people with advanced MS and their carers.

We believe people with MS should be equal partners in their care; to achieve that, we provide trusted information. Working with people with MS and their health professionals, our dedicated, professional team ensures that the information we provide is accurate, up-to-date and usable. This includes;

- Producing high quality, evidence-based booklets and practical online resources
- Investigating and disseminating current research and news about MS
- Connecting people online and through social media – enabling communities to form and share their MS journeys.
- And the team is always available to talk about MS through our confidential enquiry service – the only fully professional MS enquiry service in the UK.

All our information is free: whether online, by telephone, through your health professional or direct to your door – including our quarterly newsletter: Open Door.

We receive no funding from the Government or the NHS.

It's wholly due to the generosity of our supporters that we can ensure that no one has to manage MS alone.

Digital Officer - Job description and person specification

| | |
|-------------------------|--------------------------------------|
| Hours: | 35 hours per week |
| Responsible to: | Director, Information and Engagement |
| Responsible for: | None |
| Location: | Letchworth Garden City |
| Contract type: | Permanent |
| Salary: | £28,000-31,000 per annum |

Job purpose

To ensure that content developed for our beneficiaries and supporters is appropriately structured and accessible. To produce and edit engaging digital assets to meet those users' needs.

Principal accountabilities

The role will involve a number of tasks and accountabilities including but not limited to:

1. Content development and oversight
 - a. Create content that is user-focused, accessible and optimized for search engines
 - b. Structure, edit and publish web content in line with organizational requirements, and on behalf of other team members
 - c. Design and create additional content to enhance text-based information, eg infographics
 - d. Create visually engaging digital assets to present the work of the MS Trust
 - e. Develop and maintain a content schedule, co-ordinating activities across the organisation
 - f. Develop and manage content archive protocols
2. Relationships
 - a. Manage the day to day activities of a digital agency to ensure their work contributes effectively to the charity's digital offering
 - b. Contribute to the management of the Google grant adwords expenditure, liaising with external agency where appropriate
 - c. Work effectively with all teams within the charity to provide insight and training that enables individuals to manage their own content
 - d. Contribute to the long-term information and engagement service development plan

3. Web analytics
 - a. Analyse user behavior to identify areas for improvement, either within the content or from a web development perspective
 - b. Determine and track goals for key information campaigns or content launches
 - c. Communicate key website statistics to colleagues to help them plan and develop user-focused content

4. Brand and visual identity
 - a. Ensure that web developments and online content align with the charity's brand, meet house style and project a consistent voice
 - b. Produce mock-ups for new projects to assist colleagues in visualizing how new content will look and feel

5. Technical developments
 - a. Maintain the information architecture of the website
 - b. Maintain search and taxonomy protocols
 - c. Support training needs around technology, eg Drupal, Photoshop, etc.

The list of duties in this job description is not intended to be complete but is expected to act as a guide to main areas of key responsibilities

Key relationships

The post holder will be expected to work with others as shown below:

| Internal | Nature |
|---------------------------------|--|
| Information and Engagement team | Immediate team colleagues |
| Marketing and Comms team | Inherent connection between digital and comms |
| Wider staff team | Devolved publishing model; supporting colleagues in creating and managing digital assets and content |
| | |
| External | Nature |
| Drupal agency | Outsourced web development agency to delivery of website; daily / weekly contact and responsible for managing their workflow |
| SEO agency | Outsourced agency who manage the Google grant and other adwords campaigns; supporting role as relationship managed by Marketing team |

Person specification

| Area | Essential | Desirable |
|--|---|---|
| Qualification level and subject, experience and background | Degree level or equivalent, or relevant, similar experience | Evidence of ongoing CPD in relevant area |
| Specific knowledge and skills | Awareness of up-to-date developments related to online content management | Established mechanisms for keeping knowledge up-to-date |
| | Understanding of information architecture and navigational structures | |
| | Strong communication skills, both verbal and written | Able to communicate complex or technical concepts to a lay audience |
| | A good eye of design, with ability to work with industry-standard design packages (eg Adobe creative suite) | |
| | Working knowledge of Drupal CMS, | Knowledge of HTML |
| | Knowledge of search and taxonomy protocols | Knowledge of managing search through Apache Solr |
| Specific experience | Experience of creating engaging digital content in line with the organisation's brand and house style | Ability to produce visual or graphical interpretations of complex information |

| | | |
|---------------------|--|--|
| | Ability to train and support content authors to produce accurate and engaging digital content, that embeds SEO principles within that content | Knowledge of managing a Google grant to achieve agreed outcomes |
| | Experience of identifying, analyzing and communicating user needs | Understanding of the benefits of A/B testing and the mechanisms to analyse results |
| | Ability to set-up mechanisms, monitor, review and interpret website statistics using Google Analytics and Google Tag Manager | |
| | Sound experience of relationship management of an external development agency | |
| Personal attributes | Good interpersonal skills with ability to work effectively with a range of stakeholders to share thinking and drive plans forward | Able to build rapport both internally and externally, with a high degree of emotional intelligence |
| | Ability to manage a busy and varied workload, calmly and efficiently, to meet agreed deadlines | |
| | A commitment to equal opportunities. | |
| Other | Flexibility - ability and willingness to respond to the needs of service users, supporters and colleagues to support the organization as a whole | |

Other information

How to apply

Please complete the attached application form and email it to:

recruitment@mstrust.org.uk

Timescales

The closing date for applications for this role is Friday 10 May 2019. Interviews will be held at:

MS Trust
Spirella Building
Bridge Road
Letchworth Garden City
SG6 4ET

First interviews: Tuesday 21 May
Second interviews: Tuesday 28 May

Selection process

Short-listing of applications will be based on the information supplied in the application form using the selection criteria in the person specification.

Short-listed candidates will be invited to interview. We will not contact you if you have been unsuccessful at the application stage, and if you have not heard from us within two weeks of the closing date for applications, you should assume you have been unsuccessful.

Living Wage employer

The MS Trust is proud to be a Living Wage employer. This means that we are recognised by the Living Wage Foundation as paying a higher level salary than the minimum wage set by the UK government, calculated in relation to the cost of living.

