

BAPRAS RECRUITMENT INFORMATION PACK

Communications Coordinator

(35 hours a week - permanent contract)

Salary: c£28k per annum

Location: **Central London** (normally office based but currently working from home and some flexibility post lockdown easing)

About the British Association of Plastic, Reconstructive and Aesthetic Surgeons (BAPRAS):

As the voice of plastic surgery, BAPRAS aims to raise awareness of the breadth of plastic surgery, to promote innovation in teaching, learning and research and to increase overall understanding of the profession.

More information can be found at www.bapras.org.uk

The Role

Working with the Head of Operations, the post holder will be responsible for coordinating the delivery of a wide range of online, print and social media tasks to meet communications and marketing plans that support and promote the work of the British Association of Plastic, Reconstructive and Aesthetic Surgeons (BAPRAS) to its members and other stakeholders.

Please Note:

Closing date for applications - 10.00am Tuesday 6th April 2021

Applications received after this date and time will not be considered.

Short listed candidates will be contacted by Friday 9 April 2021. If you have not been contacted by this date, it will mean that your application was unsuccessful.

Interview dates: The evenings of Monday 12 April 2021 & Wednesday 14 April 2021

Location: Via Zoom

How to Apply

Please read the profile and specification for the role carefully and demonstrate to us via your covering letter and CV, that you are able to meet the needs of the role. If you need to, please provide additional information on a separate sheet.

What happens next?

- **Short listing**

After the closing date we will shortlist all applications. The short listing process will assess the information you provide on your skills and experience against the contents of the role profile and specification.

- **The Interview**

The interview process is an opportunity for you to highlight your skills and experiences and to demonstrate how you meet the requirements of the job.

Interview panels will usually consist of two or three people that have a direct interest in the role, for example the line manager of the position and an Officer.

We want you to give the best interview you can so if you require special adjustments or facilities (e.g. a signer) please inform us prior to the interview.

OTHER INFORMATION:

- Contract: Full Time - 35 hours (5 x days) a week, permanent
- Salary: up to £28,000 per annum
- Pension: SAUL, University of London (Subject to employee contribution of 6% the employer will contribute 16%)
- Probation period: 6 months.
- Holiday and other benefits:
 - 23 days annual leave (This excludes 8 public and bank holidays. In addition the organisation closed for four days over the Christmas / New Year period.)
 - Private medical insurance
 - Interest free season ticket loan

Advert

Communications Coordinator

(35 hours a week - full time, permanent contract)

Salary: c£28k per annum + plus competitive benefits

Location: Central London (currently working from home, with some flexibility when restrictions are eased)

We are looking to recruit an experienced **Communications Coordinator** to coordinate the delivery of a wide range of online, print and social media tasks to meet communications and marketing plans that support and promote the work of the British Association of Plastic, Reconstructive and Aesthetic Surgeons (BAPRAS) to its members and other stakeholders.

The post holder will be responsible for coordinating and carrying out day to day requirements for:

- Maintaining and updating the website
- Running BAPRAS social media channels on facebook, twitter and instagram
- The creation and production of graphic assets including the development of video content
- Writing, editing and producing communications content
- Producing agendas and reports on communications activity and usage reports
- Attending and taking action minutes at communications committee meetings

An evolving aspect of the role will be contributing to the development of a communications strategy and plans that will continue the work of raising awareness of the breadth of plastic surgery, promoting innovation in teaching, learning and research and to increase overall understanding of the profession.

The team are all currently working from home but once it is safe to return to the central London office based in the Royal College of Surgeons, we will work to an agreed rota of office and remote working.

We are looking for a team player who can demonstrate excellent relevant communications experience, excellent organisational skills, self motivation and the ability to work collaboratively with many stakeholders.

Information about BAPRAS activities can be found at www.bapras.org.uk. To apply for the role, please send your CV along with a one-page covering letter that sets out how your skills and experience would help you to meet the role and person specification to jobs@personapm.co.uk. Closing date for applications: **10.00am on Tuesday 6 April 2021**. Dates of interviews (via Zoom): During the evenings of **Monday 12 April 2021 & Wednesday 14 April 2021**. Please note if you have not been contacted by the interview date then your application has been unsuccessful. No agencies please.

British Association of Plastic, Reconstructive and Aesthetic Surgeons

ROLE PROFILE

- Coordinate and carry out all day to day communications requirements to include but not limited to:
 - Website
 - Maintenance and updating with content as directed
 - Ensure web hosting and licences are maintained and updated
 - Production of graphics assets and development of video content for youtube channel
 - Development of regular content for news feed
 - Regular updating of events listing pages
 - Rolling programme of amendments and page updates to current content; suggest additional content where applicable
 - Point of contact with website service company to alert them to any problems and follow up on bug fixes
 - Social Media
 - Run BAPRAS social media channels on facebook, twitter and instagram
 - Creation of graphics assets for these channels, copy writing of tweets and entries
 - Build user engagement/follows
 - Produce relevant content for social media channels, both external news and promotion of in-house news
 - Design
 - Put together branded assets for all BAPRAS events in formats for use on social media, web and print
 - Create publications, such as patient information guides, clinical guidelines, internal documents for print and web, using organisation brand guidelines
 - Video- editing of webinar content for use on youtube and at live events.
 - Reporting and Admin
 - Provide regular reports for Council and Comms Committee on comms activity, usage reports for of web/social media
 - Produce agendas for monthly comms committee teleconferences, including action minutes post-meeting
 - Administration for comms committee- ensuring member elections are undertaken in timely fashion, Terms of Reference are adhered to, minutes are written, disseminated and actions followed up on in timely fashion
 - Maintain list of comms spokespeople
 - Mailing
 - Maintain mailchimp mailing lists and ensure are regularly reviewed and updated in line with GDPR
 - Put together and disseminate monthly secretariat bulletin

Team Support

- Assist with other duties as required including but not limited to:
 - Answering the phone and dealing with any queries.
 - Assist with general day to day administration e.g. post, taking and passing messages, respond to email enquiries on the Secretariat email.
 - Deal with ad hoc requests from the President, Officers and Trustees.
- Work as part of the whole team through ensuring that help is offered to others when another member of the team is overburdened.
- Attend and support the running of meetings, courses and events on and off site.
- Carry out from time to time and as directed, any other duties as required in addition to the above that will be both reasonable and within your capabilities.
- Ensure that at all times you take care of your health and safety and that of others by complying with health and safety obligations, particularly by reporting promptly any defects, risks or potential hazards.

General

1. To undertake travel outside of London to attend meetings/courses and conferences as and when required.
2. Undertake any other duties related to the job purpose, as required.
3. To carry out all duties in a safe and proper manner in accordance with the Society's Health and Safety Policy.
4. To undertake all duties in line with the Society's values, policies, procedures and regulations ensuring that the work undertaken actively promotes equality, diversity and non-discrimination.

This role profile is not exhaustive and is subject to change in accordance with the business need of the organisations.

British Association of Plastic, Reconstructive and Aesthetic Surgeons

PERSON SPECIFICATION

To be successful in the role, the ideal candidate will be required to demonstrate the following experience, qualities and skills:

Experience

- Communications experience including experience of all social media platforms.
- Experience using Photoshop / In Design / video editing software.
- Good knowledge base using Mailchimp
- Strong visual & communication skills.
- Experience writing engaging content in long and short form.
- Excellent written and spoken English.
- Social Media channel management and content creation.
- An understanding of how to apply SEO best practices.
- Experience of working in or with not for profit organisations would be useful but not essential

Skills and Abilities

- Organised and methodical
- Good written, verbal and presentation skills
- A self starter able to work under their own initiative and willing to lend a hand when needed
- Excellent time management skills with the ability to manage own workload
- Excellent attention to detail
- Confident and competent in using web based software and systems

Qualifications

- Qualification/s by examination or experience in communications or relevant fields is preferable but not essential