



## Connecting the Children's Heart Community

**Job Title:** Communications Coordinator

**Type of contract:** Permanent

**Place of work:** ECHO Office, Canterbury House, 1 Royal Street, London SE1 7LL

**Hours:** 12-16 hours per week

**Salary:** £24,500 - 26, 500 Pro rata depending on experience

**Benefits include:** 25 days annual leave (pro rata) increasing to 28 in service, winter shopping day off, workplace pension & flexible working

**Responsible to:** Chief Executive

**Job purpose:** The Communications Coordinator will be responsible for all areas of communications at ECHO, growing our reach and communicating with varied audiences including children, parent/carers, professionals and supporters with internal and external communications both digitally and in print.

**Can you:** bring a flare for communications, an eye for our brand and words to tell our story. You will be the only person dedicated to communications of our small charity so will need energy and enthusiasm to do the work.

### You will be responsible for:

- Design and deliver ECHO's Communications Plan
- Manage a team of communications volunteers
- Lead on website updates using WordPress
- Responsible for overall content plan, including scheduling of website and social media updates – working with volunteers & external companies
- Research, write and edit updates for the ECHO website
- Produce digital annual review in August: research, write, edit, manage, design and distribution process
- Seek to grow and develop the charity's social media presence
- Write and issue regular e-news updates - 2 per month
- Research and write charity case studies
- Grow ECHO's digital offering – including website and service offerings
- Write and produce one-two printed newsletters posted to members
- Maintain and update ECHO's photo library and consent records
- Update and create leaflets as and when required
- Promote ECHO events
- Support the fundraising team with new initiatives and wording for applications
- Manage the communications budget
- Provide regular analysis of communications activities and report to the Chief Executive
- Support the Chief Executive in identifying and establishing new ways to generate income for ECHO using our communication tools
- Work with external stakeholders to increase our communication resources
- Manage video and media production or activities when needed

This is an exciting time to join ECHO, we are celebrating our 40th anniversary in 2023 and with your help we can grow our profile and impact on the children's heart community.

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[hello@echo-uk.org](mailto:hello@echo-uk.org) | [www.echo-uk.org](http://www.echo-uk.org) | [f](https://www.facebook.com/echocharity) [@echocharity](https://www.instagram.com/echocharity)

**Patrons:** Dr Owen I Miller FRACP FCSANZ FRCPC, Professor Shakeel A Qureshi MB ChB, FRCP, Ulrika Jonsson, Phil Gallagher

**Registered address:** Canterbury House, 1 Royal Street, London SE1 7LL

Evelina Children's Heart Organisation Ltd is a registered charity, no: 1146494  
Registered as a company limited by guarantee in England and Wales, No.7867592



**Connecting the  
Children's Heart  
Community**

## Communications

Protect and enhance ECHO's reputation  
Support CEO in developing communications plan  
Send 2-4 e-newsletters per month  
Send 1-2 printed newsletters per year  
Aid ECHO's growth across social media channels including Facebook, Twitter, Instagram, LinkedIn  
Manage media consent & GDPR within Comms setting  
Support the team with presentations, letters, emails, and communications  
Update and redesign the ECHO brand guidelines  
Build relationships with communication teams within NHS or Charities  
Design leaflets and web pages for families & patients  
Communicate fundraising opportunities & stories  
Develop relationships with Patrons, Friends and Ambassadors  
Storytelling  
Delivering content suitable for different audiences and across different channels  
Giving parents and patients a voice – stakeholder PPI opportunities

## Other

Protect and enhance the reputation of ECHO generally  
Support growth in ECHO membership and services  
Be familiar with and adhere to ECHO's policies and procedures  
To be aware of your responsibilities under the Health and Safety policy and procedures.  
Ensure all people are treated with respect, compassion, justice, and trust in the course of your work, thereby promoting ECHO's core values  
Promote equal opportunities through anti-discriminatory practice  
Always maintain and uphold confidentiality  
Undertake any other duties and/or responsibilities in connection within the needs of ECHO  
To attend training and wellness activities to support and develop yourself  
Provide emotional and listening support to ECHO members in your presence

## Apply

For an informal discussion about the role contact Families and Community lead, Emma Orpin, on: emma@echo-uk.org 07715 208 077 Monday- Thursday 10-2pm

Application – CV & covering letter telling us why you could be our Families & Volunteer Coordinator via Charity Job Website only <https://www.charityjob.co.uk/jobs/echo/communications-coordinator/865959?tsId=8> (No agencies)

Please note that ECHO is committed to safeguarding and promoting the welfare of children, young people, and adults and therefore our recruitment process for this post will include an enhanced DBS

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**PERSON SPECIFICATION:**

<b>Education, Qualifications &amp; Training</b>	
<b>Essential</b>	<b>Desirable</b>
Qualification or experience in communications, social media, journalism or a related discipline	Marketing communications qualification Social media, newsletter production
<b>Knowledge, Skills, Ability and Experience</b>	
<b>Essential</b>	<b>Desirable</b>
<ul style="list-style-type: none"> <li>• At least two years multi-channel experience</li> <li>• Digital media, social media, resources content</li> <li>• Excellent people skills, with the ability to work with people at all levels</li> <li>• Copywriting</li> <li>• Communications and marketing experience</li> <li>• Experience of using Wordpress</li> <li>• Excellent writing and editing ability</li> <li>• Excellent organisational, administrative, planning and time management skills</li> <li>• Excellent written and verbal communication skills</li> <li>• Experience of creating content for both digital and print channels</li> <li>• Ability to maintain a consistent tone of voice across all communications channels</li> <li>• Creative and with a flair for design</li> <li>• Uses initiative and manages own time well</li> <li>• Ability to manage a wide variety of tasks and competing priorities</li> </ul>	<ul style="list-style-type: none"> <li>• Skills in traditional media</li> <li>• Experience of working for a charity</li> <li>• Experience of fundraising</li> <li>• Experience of managing agencies and suppliers</li> <li>• Experience of using CANVA</li> <li>• Knowledge of Google analytics and social media analytics packages</li> <li>• Skilled in using social media and email marketing management and monitoring tools</li> <li>• Experience of managing/supervising volunteers</li> <li>• Listening skills</li> <li>• Healthcare setting</li> </ul>
<b>Attitude and behaviours</b>	
<b>Essential</b>	<b>Desirable</b>
<ul style="list-style-type: none"> <li>• Excellent team player with a proactive, flexible approach</li> <li>• Demonstrates commitment to ECHO's vision and values.</li> <li>• Reliable and trustworthy</li> <li>• Willingness and ability to work occasional unsociable hours when required</li> <li>• Professional approach to work</li> <li>• Compassionate and empathetic to the needs of ECHO members</li> <li>• Able to work under pressure</li> </ul>	<ul style="list-style-type: none"> <li>• Able to support people through emotionally challenging times</li> <li>• Willing to training</li> <li>• Embrace wellness support for you and your team</li> <li>• Desire to support your team to achieve</li> </ul>