



November 2023

"We're getting to grips with guts. Will you join us?"

Dear Applicant,

I am delighted you're interested in this important role at Guts UK charity. We've tried to give a good picture of where we are as an organisation and the kind of person we are looking for as we continue to build our team.

Guts UK turned 50 years old 2021. If you are wondering why you might not have heard of the charity before, that's because we changed to this punchy name only in 2018. Whilst we had a superb track record in funding medical research into our guts since 1971, we weren't particularly well known outside of medical circles.

But we've all got guts, right? Now's the time to give them the attention they deserve.

Too many people are suffering in silence or alone. They don't know where to turn for evidenced based information. We've changed our name and rebranded our mission as Guts UK so we can be more visible and accessible for those who need us.

It's time to start a national conversation about the importance of gut health. It's time to abolish the crippling taboo surrounding our guts. We know this is a big ambition, so we are now looking for new colleagues who can embrace the size of our mission and share our vision. Your experience, skills and energy could help transform the levels of research into this important and overlooked area of health. Are you the right person to join us in reaching, helping and empowering even more people?

You will join a small, dynamic and passionate team, all equally fascinated by our subject. If you see this as a timely opportunity to grow Guts UK so that we can finally get to grips with guts, come and join us.



I look forward to hearing from you.

Julie Haninger

CEO, Guts UK Charity

About us:

Guts UK's vision is of a world where digestive disorders are better understood, better treated and everyone who lives with one gets the support they need.

We are a small, energetic and passionate team of seven, working out of two offices in London and Yorkshire. These dual locations allow us to serve as a national charity.

Our three objectives are:



Guts UK is a fast-growing charity with bold, ambitious plans to help discover new knowledge, kinder treatments and save lives. Despite our fast growth, our community remains at the heart of everything that we do and every decision we make - a rare privilege.

It's time the UK got to grips with guts.

The challenge:

People are suffering. People are dying. All because of a lack of knowledge about our guts.

We've all got guts. But less than 2% of all medical research is spent on gastroenterology. Digestive conditions affect millions of us in the UK but research into our guts has been woefully underfunded for decades. Guts UK charity is the only charity doing research from 'top to tail' and we are on an ambitious journey to transform the landscape of research into diseases of the gut, liver and pancreas.

In 2022, we answered more calls, emails, and letters than ever before. We're providing people across the UK with expert information and raising awareness of digestive symptoms, empowering them to seek help. This is your chance to be part of something wonderful.

Social Media Officer

Job Pack: Guts UK Charity

Your keen eye for trends, creativity and curiosity for social media will be a key foundation block to our charity's success.

The candidate:

- You will be passionate about the power of social media, keen to put your creativity to work; fighting taboos, busting myths and making people feel heard.
- You will be a brave, bold and honest communicator, matching our values as a charity and championing our brand.
- You will elevate our social media presence to the next level, with a desire for telling compelling stories and deeply engaging our audience.
- You will be people-centric with a warm, engaging personality and exercise a keen attention to detail.
- You will have a natural knack for communicating complex messages in a digestible (pardon the pun) way.
- You will relish the opportunity to test and trial social media content with our audiences, monitoring and learning along the way.

Job description:

It goes without saying that you must be able to demonstrate empathy with our cause in your daily work, but the ideal candidate to join our team is one who has a genuine interest or connection to digestive health too.

You will have demonstrable experience of delivering high quality, engaging and persuasive social media content. You will be excited by the opportunity to work very closely with the very people you will create content for, our community.

This role requires exceptional time management skills and the ability to work in a growing and dynamic environment. You will work closely and creatively with the Communications and Fundraising Manager, and the Communications Officer. Our small Communications Team excels at being flexible enough to hop on social media trends whilst they are hot.

Job title:	Social Media Officer
Salary:	£27,000 per annum + London weighting for London-based employees
Hours:	Full time, 37.5 hours per week
Reports to:	Communications & Fundraising Manager
Location:	Hybrid - London (NW1, overlooking Regent's Park) or Yorkshire (Huddersfield). Remote working with occasional office travel would be considered for the right candidate. Though as a small, growing charity and team, our preference would be for you to work hybrid - with time in the office as part of our close-knit team.
Benefits include:	<ul style="list-style-type: none"> • 27 days holiday, plus bank holidays. • Pension 3% • CharityComms membership • Employee Assistance Programme, with a variety of health and wellbeing services.

Job summary:

- Develop new and engaging content for Guts UK's social media channels, assisting Team Guts UK in delivery of campaigns, fundraising, research, patient involvement and more.
- Manage and maintain Guts UK's social media channels and content.
- Explore missed or new opportunities for Guts UK's social media channels and content.
- Constantly monitor and analyse our social performance, measuring success and making recommendation to improve results or impact.
- Watch, listen to and learn from our community.
- Assist with and contribute as a team member, to the wider work of the communications team where required, and future growth of Guts UK as a charity.

Key responsibilities

Interact & inspire:

- Interact with your colleagues to discover where social media support is required, and keep the team up to date with all things social.
- Interact closely with and connect to our community. Ensure we're representing, inspiring and engaging them within our work.
- Work with external agencies where required.
- Respond to/interact with social media enquiries, messages and comments.

Create & build:

- Assist the communications team in delivering campaigns or appeals, such as our #GUTSelfie and Kranky Panky campaign.
- Curate regular, engaging, accessible and topical content across all social media platforms.
- Build deeply engaged audiences across all social media platforms.
- Develop regular User Generated Content alongside your communications colleagues.

Monitor, report & learn:

- Monitor, interpret report back on the performance of Guts UK's social media content and approach. Translate findings into future strategy and feedback.
- Use insights and data to test and trial content.
- You will test and trial different content, approaches and language, not being afraid to be bold or try something different.

Watch & react:

- Monitor social media trends, topical and relevant discussions external to Guts UK, which may benefit from our perspective or inspire new content.
- Monitor the latest developments in social media marketing.
- Observe our sector and our community, learning from other charities and the people we exist to support.
- Identify unexplored avenues or unlocked potential for Guts UK.

Care, collaborate & foster:

- Develop close relationships with our community and let it inspire your work, ensuring they are engaged, excited and appreciated.
- Assist in sourcing stories from our community and telling them in a powerful way.
- Assist in partnerships, collaborations or joint campaigns that Guts UK might be involved in e.g. Less Survivable Cancers Taskforce, pharmaceutical partnerships.

Person specification *(all criteria are essential unless otherwise indicated)*

Experience

Demonstrate hands-on experience in:

- A social media, fundraising, communications, marketing or digital role (ideally within the charity sector). You will have experience managing a multi-channel social media calendar.

Or

- Creating and building a social media audience across multiple channels. You will have experience managing a multi-channel social media calendar.

Knowledge & skills

We are looking for:

- Excellent digital skills, with a track-record of creating engaging content for different audiences and platforms, including video production.
- Excellent knowledge of social media platforms and scheduling tools such as Hootsuite.
- The ability to communicate complex messages in a digestible way.
- Full working knowledge of Microsoft Office 365.
- Knowledge and interest in the UK charity marketplace.
- Ability to prioritise work in a demanding environment, including time management skills and working to tight deadlines.
- Experience using Canva (*desirable*).
- Knowledge and experience of social SEO (*desirable*).

Attributes & approach

- Excellent communication and interpersonal skills, with an exceptional ability to display empathy and support.
- You will be more than happy to don our poo emoji costume when needed, and will become a known face to our social media community.
- You will be a brave, bold and honest communicator, matching our values as a charity and won't be afraid to try something new with your content creation.
- Able to use initiative to encourage and embrace new ways of working.
- You will be people-centric with a warm, engaging personality and exercise a keen attention to detail.
- Self-motivated and able to work independently, while part of a wider/virtual team.
- Be willing to work flexibly and unsocial hours including evenings and weekends occasionally. This includes monitoring social media, and occasional travel between Guts UK offices and other UK locations for events, conferences and meetings.

Expenses and time off in lieu are offered.

- Able to develop and maintain positive working relationships with internal and external stakeholders.

Notes:

One of our aims at Guts UK is to tackle health inequalities, particularly around health outcomes for people from minority ethnic groups, and so we'd therefore particularly welcome applications from people from these backgrounds.

Guts UK reserves the right to alter the content of this job description after consultation to reflect changes to the job or services provided without altering the general character or level of responsibility. The above list of responsibilities is not exhaustive and may change to meet the needs of the organisation. Guts UK is an equal opportunity employer. We welcome applications from people with disabilities and from minority groups.

If you have a disability which means you are unable to meet some of the job requirements, specifically because of your disability, please address this in your application. If you meet all the other criteria, you will be shortlisted, and we will explore jointly with you if there are ways in which the job can be changed to enable you to meet the requirements.

You must be eligible to work in the UK at the time of application. If you are invited to interview, you will be asked to bring the original documentation that proves your right to work in the UK.

How to apply for this position

We'll be interviewing on a rolling basis, as and when applications come in. We reserve the right to close this vacancy early if we receive sufficient applications, so please submit your application early.

- Deadline for applications: **18th December, 5pm** but please note that we'll be **interviewing on a rolling basis**, when applications come in and may require a second interview.

Please send:

- An up-to-date CV.
- A cover letter detailing how your skills and experience match the requirements of this job description and personal specification, as well as why you want to work for Guts UK.
- The office location base that you'd work from (Yorkshire or London).

To Jenny Seed, Communications & Fundraising Manager: jseed@gutscharity.org.uk

Should you wish to arrange an informal discussion with Jenny, please contact 0207 486 0341 or jseed@gutscharity.org.uk



We look forward to hearing from you.
www.gutscharity.org.uk