

Candidate information pack

Community Development Executive (12-month contract)

This is a new role at Meningitis Research Foundation (MRF), reflecting our growing focus on community development and digital engagement. It reports to the Support and Membership Manager, with a dotted line to our Communications Manager.

The role will be in our Communications, Advocacy and Support Team, with frequent cross-team working with the Evidence, Research and Policy and Fundraising teams.

You will be responsible for delivering our community engagement work across our social media channels, as well as responding (on defined days, two days per week) to incoming phone calls, live chat and email enquiries from people who have a variety of questions and concerns around (but not limited to) meningitis and septicaemia, vaccines, and after-effects.

The complementary nature of our social queries, phone, online and email support means you will have full exposure to the community we support, and able to utilise this knowledge to grow our digital reach and provide effective and timely support to those affected by meningitis and septicaemia.

We are a small and supportive team. If you are looking to develop your career in the charitable sector, have a keen interest in social media and its role in community development and management, and enjoy speaking to and helping people individually then this could be the new challenge you have been waiting for.

About meningitis

Meningitis and septicaemia are serious, life threatening illnesses. Meningitis is the swelling of the meninges, which is the lining around the brain and spinal cord, caused mainly by germs entering the body. Septicaemia is blood poisoning caused by the same germs that can cause meningitis and this blood poisoning causes sepsis. Meningitis and septicaemia can kill in hours. Anyone, anywhere of any age can get meningitis and septicaemia, although some people are at higher risk than others.

Together, meningitis and neonatal sepsis (sepsis in babies under 1 month old when it is difficult to distinguish from meningitis) are the world's second biggest infectious killer of children aged under 5. They kill more under 5's than malaria, measles and tetanus combined as well as being a leading cause of severe intellectual disability worldwide.

The impact of the disease can be devastating for individuals and families. When we ask them what they want us to do on their behalf, families commonly say "Please make sure no one else has to go through what we have".

About Meningitis Research Foundation

Over the past 30 years Meningitis Research Foundation has developed into the world's leading meningitis charity working both in the UK and internationally to defeat meningitis wherever it exists.

Our vision is of a world free from meningitis and septicaemia. A world where effective vaccinations can protect everyone. A world where people who do get the diseases get the most effective diagnosis and

treatments possible. A world where people affected and their families have the best support and information.

To achieve this, we bring together people and expertise, linking patient experience, research, policy and practice. We do this by supporting research into effective vaccines, diagnostics and treatments. We share results of the research with the public, health care professionals and research networks to raise awareness of what they can do to increase personal, family and community protection, optimise treatments and strengthen health systems. We provide direct support to people and families affected. We believe that working in partnership, the knowledge, experience, skills and finance available from the private sector are essential to achieving long term and sustainable impacts. We fundraise, inform and educate.

Our flagship work includes:

- Being a member of the WHO Technical Task Force to [defeat meningitis by 2030](#).
- Running the [Confederation of Meningitis Organisations](#) (CoMO) which represents 90+ like-minded members in more than 40 countries.
- Hosting a one-stop-shop for the best data for modelled estimates on burden of meningitis called the [Meningitis Progress Tracker](#) that was recently endorsed by WHO to be the tracking mechanism for the new global roadmap.
- Co-leading on the advocacy and engagement pillar of the new global roadmap with UNICEF.
- Providing a secretariat support function for the [Global Meningitis Genome Partnership](#) building on the establishment of the Global Meningitis Genome Library.
- Delivering an internationally renowned [research conference](#) every 2 years showcasing latest cutting-edge research on meningitis from around the world.
- [Funding research](#) into meningitis, especially related to genomics and the lifetime impact of meningitis.
- Providing a world class website and support service that has over 2 million uses each year.

We are currently a medium sized charity with around 25 staff and an average of £2-£3million income each year but with a belief that there is potential to grow from this historic base using the potential of the new global roadmap and our increased UK and international profile.

Our values

Our values are extremely important to us and mean far more to us than words on a page.

We are evidence-led

We pride ourselves on being grounded in facts. Research and evidence are at our core and remain essential to our work today – guided by our panel of scientific advisors and disease specialists. This approach ensures we provide considered responses to the challenges brought about by the disease, wherever they may be found.

We operate with integrity

To the people we support and work with, we are a trusted source of information and learning. We weigh all of the evidence and operate with openness and transparency to exceed expectations and deliver the best services and responses - be that helping a family or working with health organisations around the world.

We pursue our goals with determination

We will not stop until we defeat meningitis. We will relentlessly seek answers, work tirelessly with purpose and are driven by those we help. Our dedication enables the best modern science, research

and on-the-ground learning to work in the positive interests of individuals, families and communities impacted by meningitis and septicaemia, both here in the UK and in communities around the world

We are a passionate advocate

We are a united voice against meningitis and septicaemia and a dedicated champion for those it affects. We exist to ensure that the voices of our members, supporters and those impacted by meningitis and septicaemia in the UK and around the world, are heard and not forgotten. We are highly focused in our work and inform and advise health policy and practice, driven to make a contribution to reducing the burden of the disease and its aftermath.

We collaborate to make progress

We believe in partnership and collaboration. Whether we are supporting individuals and families who have been impacted by the disease, working with international funding partners or supporting on-the-ground health teams working in challenging environments, we combine resources and expertise to deliver the very best results. We share the knowledge we've gained through more than 30 years of work to support and enable those impacted by or battling to defeat the disease.

We act with compassion

We are driven by the stories of those we work for and with. We care deeply, listen and take the best action for each unique circumstance. Whether it's providing direct support, finding the right information, or campaigning for the change that will make a real difference.

If you have read and understand these values and they appeal to you they are a good indicator of what it is like to work at MRF. If these are not your values, we encourage you to seek work with another employer whose values better match yours.

More information on [MRF website](#), including [our 2021 – 2025 strategy](#).

Job description: Community Development Executive

Responsibilities

Community development

- Building social media engagement plans for supporters across all social channels (Facebook, Instagram, Twitter and LinkedIn), in line with social strategy and growth ambition.
- Daily social listening and engaging across LI, FB, Twitter and IG including Facebook Ambassador Group and all social media query handling for Support Services (original brand content and campaign activity sits with the Communications Manager).
- Build social community engagement plans and implement it, sharing findings and recommendations for digital Ambassador and Supporter activity: nurture and grow Facebook group and wider supporter activity across all channels. Listen, reply, and trigger conversations to grow supporter base with clear targets on social engagement, reach, and growth in brand mentions.
- Develop central process documentation, including social media responses by channel, key targets, high influence network to bring consistency; embed a recognisable MRF tone of voice, and inform campaign and content development.
- Develop social influencing and influencer targets and tactics that inform and feed campaigns and advocacy.
- Lead on developing Meningitis and Me: embedding within the UK community and developing an international community engaged with and contributing to it, including promotional plans, YouTube and website presence. Work with the Communications Manager on long-term, international content creation to build a pipeline.

Support Services

- Provide two days cover per week (Thursday / Friday) to Support Services helpline (phone and online chat) as well as being the default holiday cover for the Support and Membership Manager (as needed).
- Professionally handle all incoming queries, in line with current disease information and as guided by the Support and Membership Manager.
- Follow up notifications from Health Protection teams nationally and liaise proactively with Health Protection staff and with teams internally.
- Help support people with questions about disability rights, benefits and health services with the appropriate training and support in place.
- Ensure accurate recording of all queries, as guided by the Support and Membership Manager.

General

- Ensure that core administrative tasks, such as consistent process documentation, is kept up-to-date.
- Take responsibility for own training and development needs in consultation with the Head of Department, to meet the charity's mission and purpose, objectives and business plans.
- Keep abreast of the Foundation's research programme, and of current developments in the field of meningitis and septicaemia, and all other aspects of the Foundation's work.
- Undertake other duties as reasonably requested by the Director of the Department, Chief Executive or Trustees.
- To contribute to the overall development of the Foundation by establishing positive working relationships and effective lines of communication with line management and other staff.

Reports to

Support and Membership Manager, with a dotted line to our Communications Manager.

Person specification

		Essential or Desirable
Training, Experience and Qualifications	Passion for, and some experience of, customer service and how that enhances organisational reputation.	E
	Keen social media user with some understanding of and exposure to, developing social within a brand context.	E
	Demonstrable experience of using one or more of the following professionally: LinkedIn, Facebook, Twitter and Instagram.	E
	Understanding of what social supporter services is and its role in defining and developing brand, including latest trends.	D
	Strong administrative and organisational skills, including ability to juggle multiple tasks.	E
	Able to establish and maintain good working relationships with people from a wide range of personal and professional backgrounds.	E
	Competent in MS Office Suite.	E
	Knowledge of social scheduling and monitoring tools.	D
Personal Attributes	Professional attitude, including in written communications. Able to demonstrate a flair for writing within a social media context.	E
	Keen eye for detail and accuracy, written and verbal.	E
	Able to respond to new opportunities and manage alongside planned work.	E
	Team player, with an ability to build effective working relationships.	E
	Energetic, self-motivated and able to work on own initiative.	E
	Appetite to work for an organisation with clear societal purpose.	E

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Location

Flexible location, including remote, hybrid or office-based. Occasional requirements to visit central Bristol office, if home-based or hybrid.

Annual salary

£25,000 including 2% employee pension contribution + 6% employer pension contribution. Paid in arrears on or around 25th of each month.

Contract Type

Fixed term, 12-month contract

Hours of Work

36.25 hours, with flexibility between 8.00 am to 6.00 pm (core hours 9.30 – 3pm, Monday to Friday).

Annual Leave

25 days + statutory & public holidays. The Charity's holiday year runs from 1st April to 31st March.

Application process

All candidates are requested to send a cover letter and CV. Please note you must include a cover letter which outlines how your skills and experience reflect the person specification, and why you are interested in applying for this role. Applications are encouraged from candidates that may previously have, or feel like they have, experienced being excluded from generally advertised roles due to their gender, ethnicity, disability status or sexual orientation.

The closing date for completed applications is 9am BST on Monday 10th October 2022.

Shortlisting will begin before this closing date so we encourage you to apply early.

Interviews will take place via Teams and will include a task, which we will ask you to complete before the interview.

Candidates with individual access or disability support requirements are encouraged to communicate their needs to enable appropriate support to be provided to ensure access to interviews.

If you have any questions, or would like to discuss the role further, please contact Cat Shehu, Support and Membership Manager at cats@meningitis.org.

Please return your CV and covering letter to beckym@meningitis.org.

MRF is committed to safeguarding, and any advertised role will require references and confirmation of your identity will be undertaken. Following receipt of satisfactory references, the successful candidate will be able to start work soon after receiving their offer of employment.