



International Foundation for Integrated Care

Communications Officer

Part-Time: 0.5 to 0.8 FTE

Grade 5: £24,565 - £29,301 (Pro - Rata)

Location: Oxford, UK

The role

The Communications Officer is responsible for planning, researching, creating and curating high-quality and timely content for IFIC's social media and traditional communication channels with a view to promote and support activities of the Integrated Care Academy and other areas of IFIC work as required.

Working with the Directors of Education & Training and of R&D, and reporting to the Director of Communication, the postholder will: i) develop and implement content strategies and plans for IFIC's communication channels to promote the activities of the ICA©, including special interest groups and ongoing education-related projects; ii) provide content for the communication channels on a day-to-day basis; iii) edit documents and reports prepared by IFIC researchers for a wider audience. The postholder will work closely with a wide range of internal and external stakeholders to identify and determine priorities.

Responsibilities

- Develop content strategies and plans to deliver a regular stream of high-quality and timely content for IFIC's digital channels (email, web page, Facebook, Twitter, Instagram, YouTube and LinkedIn), as well as traditional communication channels.
- Plan and deliver creative campaigns across IFIC's communications channels that support IFIC's strategic objectives in education, training and research, working with a range of stakeholders to determine priorities.
- Research, create and curate SEO-optimised and engaging content for IFIC's main digital channels, including long-form editorial content.

- Support IFIC's main social media channels on a day-to-day basis, including the management of posting schedules.
- Work closely with IFIC' Senior Management Team on the management of reputational issues and ensure that inaccurate or potentially damaging comments are countered quickly and effectively.
- Edit reports and documents from Special Interest Groups, research projects and education and training activities for publication on the website and in view of different target audiences.
- Organise workshops and other event-related content on behalf of the Special Interest Groups and to raise the profile of ICA© products

Selection criteria

Essential

- Educated to degree level or equivalent
- Experience of using email software and managing email campaigns
- Extensive experience of producing high-quality content for a wide range of communication channels and audiences including international social media platforms
- Proven track record of overseeing the social media channels and implementing successful campaigns for a similarly high-profile organisation or brand with significant reach
- Experience of overseeing digital campaigns for specific audience segments and meeting key objectives such as audience acquisition, engagement and retention
- First-rate writing, editing and proofreading skills, with a keen eye for detail
- Proven experience of training supporting staff in social media best practice including developing high quality presentations, templates and other resources
- Proven record of good editorial judgement in a news media and social media context
- Knowledge of how to plan, deliver and evaluate activities across digital channels, including Facebook, Twitter, Instagram, YouTube and LinkedIn as well as producing live content platforms such as Facebook Live.
- Proven interviewing skills with people from varying backgrounds.
- Sound understanding of search engine optimisation, web and social media analytics including experience of using social media insights tools

- Solid understanding of tracking and measurement best practice, with a proven ability to use data, user feedback and competitor benchmarking for reporting, recommendations and refining content
- Experience of using social media management platforms, such as Hootsuite Pro or Enterprise and content management systems such as Wordpress
- Well-developed interpersonal skills, with the ability to develop content sharing networks with a wide range of stakeholders including international colleagues
- Strong organisational and time-management skills and proven ability to prioritise work and manage competing priorities

Desirable

- First-hand experience in journalism, publishing, marketing or corporate communications
- Experience of working in the health or health-related public sector and/or academic institutions
- Experience of working with a membership-based organisation
- Experience of video-editing and other online content management tools

About IFIC UK CIC

IFIC is a network that crosses organisational and professional boundaries to bring people together to advance the science, knowledge and adoption of integrated care policy and practice. As a 'movement for change', IFIC seeks to achieve this through the development and exchange of ideas among academics, researchers, managers, clinicians, policy makers and users and carers of services throughout the World.

IFIC has a history that goes back to 2000 when it launched the International Journal of Integrated Care (IJIC) as an initiative of three Dutch Universities (Utrecht, Maastricht and Groningen) and was hosted and sponsored by the University Library Utrecht.

The work of the Foundation today has expanded to include a growing research faculty and an Integrated Care Academy © to support education and training as well as knowledge translation. IFIC focuses on influencing professionals, managers and policy-makers in their efforts to adopt integrated care in policy and practice. IFIC also retains a core focus on the scientific endeavours of researchers and academics but has recognised the need for applied research to support knowledge translation that supports policy, managerial and professional stakeholders. IFIC has a 'community' of over 17,000 individuals and organisations, including some 800 members.

Join us and you will find a unique, democratic and international community and access to a vibrant array of cultural activities in the beautiful city of Oxford.

Your application will be judged solely on the basis of how you demonstrate that you meet the selection criteria stated in the job description.

Pre-employment screening

Please note that the appointment of the successful candidate will be subject to standard pre-employment screening, as applicable to the post. This will include right-to-work, proof of identity and references.