



## Social Media Officer (Volunteer)

Are you passionate about social media and communications? If yes, then why not volunteer with us and make a real difference to those affected by PCD.

### **About PCD Support UK**

PCD Support UK is a charity which supports those with Primary Ciliary Dyskinesia (PCD). PCD is a rare genetic disorder affecting approximately 1 in 15,000 in the UK. PCD Support UK are here for those affected by PCD, we talk about PCD as widely as possible, and we champion research to improve its diagnosis, management, and treatment.

### **Our Mission**

At PCD Support UK, we:

- Support to people who have PCD, or are suspected of having PCD and their carers
- Bring PCD to the attention of the medical community
- Provide an up-to-date information service
- Raise awareness of research to aid diagnosis and treatment of patients with PCD
- Work with the NHS and other bodies to ensure patients have access to diagnostic services and on-going care
- Fundraise to support the above activities

Find out more about PCD and our charity on our website: [www.pcdsupport.org.uk](http://www.pcdsupport.org.uk)

### **The Role: Social Media Officer**

We are looking for a social media savvy person to join our comms team! Over the past two years, our social media output has grown, and we now need an extra pair of hands to help us keep our community up to date. This role is fully remote.

Responsibilities include:

- Creating content using our graphic design platform (e.g. Canva) with strict regard to our brand guidelines
- Plan and schedule posts in advance
- Be aware of important calendar dates and create appropriate content around these (e.g. Diwali, Ramadan, Christmas, Rare Disease Day)
- Posting ad-hoc content at short notice
- Manage our social media channels (Twitter, LinkedIn, Instagram, Facebook), with a responsible approach to the content that we 'like' and 'share'

## **Person Specification**

### ***Essential***

- Experience in graphic design and / or social media management
- Ability to volunteer 2-3 hours per week
- Ability to post at short notice
- Excellent copywriting skills and attention to detail
- Diplomatic approach to sharing content responsibly

### ***Desirable***

- Working knowledge of GDPR
- Experience and knowledge of communications and marketing
- Knowledge or awareness of PCD

## **TO APPLY**

**Please send your CV and Cover Letter to [chair@pcdsupport.org.uk](mailto:chair@pcdsupport.org.uk) .  
CLOSING DATE: 5pm, Friday 20<sup>th</sup> May 2022.**