

# Just Treatment

## Job Description: Digital Content & Growth Officer

**Location:** Preferably London or Bristol, with a mix of home and office working. Other home-based locations will be considered though the role will require travel to enable face to face meetings

**Salary:** £32,347 pa

**Hours:** Full-time - 31.5 hours per week (4.5 day week)

**Contract type:** 18 month fixed term contract with possibility of extension

**Benefits:** 7.5% employer matched pension; flexible working and 25 days holiday per year (plus bank holidays and Christmas break); and additional benefits package

**Reporting to:** Head of Comms and Digital Impact, Just Treatment

Just Treatment is a growing patient-led campaign fighting to ensure everyone gets the healthcare they need by demanding the government acts to put patients before corporate profits. We believe the only way we can achieve these changes is by building a movement of those directly affected by the problem to challenge the power of the pharmaceutical and health industries. We have a track record of high impact campaigns that have changed the lives of the people we work with, and thousands of NHS patients, by forcing corporations and politicians to move. We've secured funding to expand and we have big plans to scale up our work to win health justice over the coming years.

Our approach is centred on deep organising with a cohort of patient leaders who have been directly impacted by the health injustices on which we campaign. This group steer and lead our campaigns, but are supported by a much larger group of volunteers and supporters. This role will be focused on expanding the numbers of people who are reached by our campaigns and messages, and who actively engage to increase the success of our work across our mailing list and social media channels. Millions of people across the UK care deeply about the NHS and we want to harness their support in our campaigns.

The Digital Content & Growth Officer will be responsible for developing brilliant content that utilises our story-led approach to campaigning, translating complex issues into relatable explanations of their human impact, making the case for systemic changes to fix the problem, and motivating people to act.

Over the last 18 months we have increased the size of our supporter list ten-fold. This role will involve working closely with the Head of Comms and Digital Impact to implement an ambitious digital growth strategy that continues that list-building and matches it with a similar expansion of our social media followers.

You will be very familiar with the key social media channels - Twitter, Instagram, Facebook, and TikTok - and have a keen sense of what makes great shareable content. You will feel confident developing and applying an agreed organisational style and approach - generating quick turnaround posts that apply that approach in a fast changing political and social context. You'll write great copy;

and be familiar with and eager to hone your skills in developing graphics and editing short videos. You'll love working as part of a collaborative, small team. You'll love building trusting relationships with the people you work with. And you'll be super self-motivated and committed to taking on David Vs Goliath fights for justice.

You'll need to work well to deadlines, be able to think strategically, and communicate complex issues with clarity to a variety of people. You'll enjoy designing and managing projects and implementing a strategy to win change at a local and national level. You'll be keen to learn and grow in the role.

Health injustices are growing starker across the NHS and globally - from life-threateningly high monopoly drug prices, to soaring waiting lists for mental health care, to accelerating corporate control over and delivery of healthcare. You will be highly motivated to join a team that has a proven theory of change and the ideas and experience to take Just Treatment's impact to the next level.

Just Treatment is hosted by the New Economy Organisers Network (NEON). NEON is a network of over 600 activists working to replace neoliberalism with an economy and politics based on social and environmental justice.

Just Treatment use NEON's three values to guide our culture and work:

- **Solidarity** - we're here to change the system and that requires working together across issues and sectors that aren't normally in the same room. This means placing anti-oppression at the heart of our work and building the power of people most often affected by injustice to change the leadership of our movements
- **Generosity** is about sharing our time, resources and learning with one another as we support each other's work. It means being open and honest with one another, especially when we hit problems, and thinking creatively about how we positively build from there
- **Respect** is the bottom line for all relationships in NEON. It means being respectful of different backgrounds and life experiences and giving space for all voices to be heard. This often means listening more than we talk and being open to changing ourselves as a result of what we hear.

### Your primary responsibilities

- Lead on the maintenance and growth of Just Treatment's social media channels
- Lead on the creation and distribution of compelling digital content for Just Treatment's external comms channels, including working with external capacity where needed
- Work with the Head of Comms & Digital Impact to plan and write emails that engage and grow our supporter and volunteer base
- Plan, create and promote digital actions and events for Just Treatment supporters, with input from other staff
- Work with the Head of Comms & Digital Impact to plan and set up paid social campaigns to grow Just Treatment's list
- Update and create new content for Just Treatment's website where needed

- Support the Head of Comms & Digital Impact to develop Just Treatment's comms strategy and timeline
- Maintain and update Just Treatment's digital volunteer database and monitor volunteer comms channels with input from other staff
- Take part in other actions for the team, including but not limited to:
  - Contributing to the development of organising strategy
  - Contribute to the writing of reports, presentations and other documents
  - Support with the planning and delivery of events for Just Treatment Leaders, volunteers and supporters

### About you

We're not looking for any specific qualifications or experience - we know that these types of skills can be developed in lots of different ways. Here is a summary of what we think are the main things the role needs - we don't expect candidates to meet every one:

- A proven talent for creating engaging social media content, with an understanding of what makes the main social media platforms tick
- Great copywriting skills
- Experience designing graphics and editing videos
- Knowledge of paid and organic growth strategies
- Track record of using digital tools and content to inspire people to take action, and sustain their engagement
- Experience using a CMS (eg Action Network, Engaging Networks, etc) to manage supporter data
- A track record of good team working
- A strong eye for detail
- Positive commitment to learning and growth
- An understanding of campaigning for social and economic justice
- A creative and collaborative approach to problem solving
- Enthusiasm for speaking to people and an understanding of how to build relationships, trust and reciprocity within groups
- Basic knowledge of the UK political landscape and approaches to systemic change
- Proactive and able to manage projects independently
- Strong IT skills with good knowledge of basic tools like Google docs, video conferencing, etc
- Understanding of social and economic forms of oppression and commitment to tackling it in your work
- Alignment with Just Treatment's aims and organisational values of solidarity, generosity and respect

### How to apply



We particularly encourage applications from those directly affected by these issues. If you would like an informal discussion about the role, please contact our Head of Comms & Digital Impact, Hope Worsdale: [hope@justtreatment.org](mailto:hope@justtreatment.org)

To apply, please complete [the application form available from the Just Treatment website, along with a completed equal opportunities monitoring form](#), and send to [jobs@justtreatment.org](mailto:jobs@justtreatment.org)

**Dates**

The closing date for applications is 23:59 on Sunday 31st July. First round interviews (via Zoom or in-person) will be held on the 18th August. If necessary, second round interviews will be held on the 23rd August. Please indicate on the application form if you don't have availability on these dates.