



Job Description: Communications Officer

Accountable to: Chief Executive Officer

Reporting to: Chief Executive Officer

Role and Function:

Background:

Recognised by the Council of Europe, the European Association for Palliative care (EAPC) provides a forum for all of those either working, or with an interest in palliative care throughout Europe and beyond. Currently the EAPC represents [53 member associations](#) from 30 European countries and three from Australia. The EAPC also has individual members from 42 countries globally. Members are engaged in palliative care across the lifespan from a range of perspectives: specialist and generalist clinical practice, education, professional groups, policy and research. The EAPC is respectful of the cultural and political diversity of our members and aims to speak with ‘one voice and one vision’ on matters that are important in palliative care. The EAPC lobbies and advocates for the development of palliative care through its activities and through its work in developing the practice of palliative care.

In 2012, the EAPC launched a [blog](#) as part of an emerging social media initiative to increase awareness of palliative care among health and social care professionals and academics, disseminate the outputs of EAPC groups and collaborative projects, foster a sense of community among members and supporters, and stimulate interest in EAPC annual congresses. Today, our social media presence reaches more than 24,000 people across six continents.

The blog is now internationally recognised for its diverse and topical content on palliative care – from latest thinking in research and practice development to personal stories and perspectives – in a format that is short, engaging and quick to digest for busy practitioners and academics alike. Contributors value the supportive editing and reviewing process, rapid publication and wide dissemination.

We have a robust platform for dissemination, but our work is continually expanding. We have more high-profile partnerships with European Union-funded projects, have recently introduced a new series of webinars and support 29 [EAPC Task Forces and Reference Groups](#) – hence the need for targeted dissemination, increased social media presence and the development and implementation of a new communications strategy.

The role:

Building on the strong foundations of the EAPC Social Media Accounts, using contemporary digital marketing techniques, the post holder will further develop and grow the EAPC’s social media presence on Twitter, Facebook, LinkedIn, Instagram, YouTube, TikTok and other appropriate channels.



The post holder will be a key member of the EAPC team. Reporting to the CEO the post-holder will work with EAPC colleagues and members to promote and exploit information about the EAPC across multiple communication channels.

Work will include the development and implementation of a communications strategy and identification of mechanisms through which EAPC can promote greater understanding of palliative care, disseminate information and grow its social media following. The EAPC is a partner in several high profile European Union funded projects. The role of the EAPC in these projects is as a dissemination partner. The post holder would be involved in these activities.

Key responsibilities:

- Provide communications/digital marketing support on all aspects of the work of the EAPC including content creation
- Develop an organisational communications strategy and implementation plan
- Monitor, maintain and develop all EAPC content on all social media platforms
- Act as the contact person for any media inquiries

Additional responsibilities:

- Provide support to the Chief Executive Officer of the EAPC
- Liaise and engage with key external stakeholders
- Attend weekly Zoom team meetings
- Provide brief content to EAPC newsletter
- Contribute as required to any publications
- Be available to attend EAPC congresses, seminars, workshops and webinars

Operational Role:

EAPC communications:

- Actively and innovatively participate in the marketing and dissemination of EAPC activities including updating the EAPC website, social media and providing content for the EAPC newsletters/blogs
- Ensure that the EAPC social media platforms are fit for purpose and that any upgrading is implemented.
- Create and publish content on all platforms to reflect activities and latest news from the EAPC; eg congress updates, calls for abstracts, task forces/reference groups and collaborative projects, member associations, global news etc. Ensure that any new blog series or a 'scoop' blog post are promoted ahead of publication on the blog.
- Link and upload blog posts to social media platforms (currently Twitter, Facebook, LinkedIn, Instagram, YouTube).



- Liaise closely with the EAPC blog editor
- Check daily all platforms for any requests for information and respond appropriately
- Periodically welcome new followers on Twitter and Facebook
- Monitor weekly EAPC LinkedIn Group; review and approve (or decline) requests to join; send welcome email or explanation as to why request is declined.

Data & metrics

- Monitor analytics/metrics for reports
- Produce viewing statistics as required by CEO/President and individual authors.
- Monitor viewing statistics for Top Ten posts for each half year, creating a final blog post to reflect the winners and content

Media & Press

- Prepare press releases, organise press conferences at congresses, provide a press kit and ensure active media collaboration
- Maintain a press distribution list and provide regular updates on the press section of the website
- Liaise with scientific committees/organisers of EAPC congresses to ensure relevant content and media coverage before, during and after each congress.

Policy & strategy

- Prepare guidance and policy documentation for use by social media team/editorial board and authors and ensure regular updating.
- Observe data protection requirements
- Ensure consistency and conformity with house style on all digital content
- Provide updates on the work undertaken and highlight any issues of concern with the CEO

To perform such other duties, appropriate to the post as may be assigned from time to time by the EAPC CEO

Factors	Essential	Desirable
Experience	<ol style="list-style-type: none"> 1. Experience of leading and managing projects and initiatives 2. Experience of content creation 3. Good understanding and knowledge of palliative and end of life care 4. Experience in a project management/administrative role 	<ul style="list-style-type: none"> • Experience in palliative care • Experience in using email marketing software to create email campaigns, customer segments, A/B tests and analyse performance of campaigns. • Understanding of Search Engine Optimisation (SEO)

	5. Experience in posting and editing web content using CMS, e.g. WordPress, Elementor.	principles for creating blog posts and website copy. <ul style="list-style-type: none"> • Management of social media accounts.
Qualifications	Educated to degree level	<ul style="list-style-type: none"> • Digital Marketing course
Core competencies	<ul style="list-style-type: none"> • Excellent interpersonal and communication skills • Able to speak, read, and write fluently in English • Team player • Adaptable and flexible work approach • Strong IT skills including: Microsoft 365, web content building using a content management system & related systems. • Proven record of delivery and innovation • Ability to evaluate information and judge situations • Excellent organisational skills • Be innovative and creative 	

Conditions of appointment:

Work base: It is expected that the post holder will work remotely. The post-holder may be expected to travel internationally

Salary scale: Depending on experience

Holidays: 26 days per annum

Health: A candidate for, and any person holding office must be free from any medical condition that would render him/her unsuitable to hold the office and be in a state of health as would indicate a reasonable prospect of ability to attend regular and efficient service

Contractual hours:

39 hours per week (full-time)



Given the nature of the post details of starting and finishing times may vary in accordance with the needs of the EAPC. There will be times when you will be required to work outside of normal office hours.

Probation: This is a one-year fixed term post. The person shall be on probation for a period of six months or a longer period may be determined

Resignation: The post holder must give one months' notice in writing, of intention to resign from the post

Expenses: All expenses incurred related to travel and other work-related expenses will be reimbursed on a vouched basis as determined by the policies of the EAPC.

All other terms and conditions will be in line with the policies of the EAPC