

CANDIDATE PACK

#ENGAGE

#ENABLE

#EMPOWER



★
2021
Winner

GSK IMPACT Awards
In partnership with
The King's Fund

COMMUNICATIONS OFFICER

About SWEDA

SWEDA is a charity which helps people with eating disorders and their families. SWEDA's approach, which has been developed and proven over 30 years, engages, enables and empowers people to reach out for support they need and gives them hope that recovery is possible.

SWEDA offers one-to-one specialist counselling, information and guidance, recovery support and support groups for anyone affected - including friends and family. SWEDA raises awareness of eating disorders in the community and trains health and education professionals to spot the signs of eating disorders, and what to do next. In 2024/25, SWEDA delivered one-to-one therapeutic support to 1,199 children, young people and adults, and reached thousands more through outreach and training.

SWEDA's work is focused on prevention and reducing escalation of disordered eating and eating disorders before severe medical complications arise. It is the only charity in South & West England that provides preventative and recovery focused support and to provide both an alternative and complimentary provision to the NHS. SWEDA works in Somerset, Bristol, South Gloucestershire, Oxfordshire and surrounding areas.

Our Vision:

To support everyone affected by eating disorders across the South and West.

Our Mission:

We engage with people affected by eating disorders, including family, friends and carers, by offering hope and enabling access to support services to empower recovery.



Our Core Values

Compassionate

Hopeful

Ambitious

Accountable

To our clients and each other

We are pro-recovery, believing that recovery is always possible.

We want the best for our clients and for ourselves.

Holding ourselves and the people we work with to a high standard

We believe that all people:

- Have the right to feel they belong and are valued
- Should have the freedom and opportunity to make well informed decisions
- Have the power to change and manage their lives

We endeavour to provide resources and informal, non-stigmatising services, which reflect the needs of the community.

We encourage people to use SWEDA to seek information, support and guidance in order to enhance their opportunities and make informed choices about their lives through the provision of our Support & Guidance sessions, Counselling, Self-Help Groups, College Project and other services.

We are committed to offering opportunities for those in recovery to gain skills and build confidence.

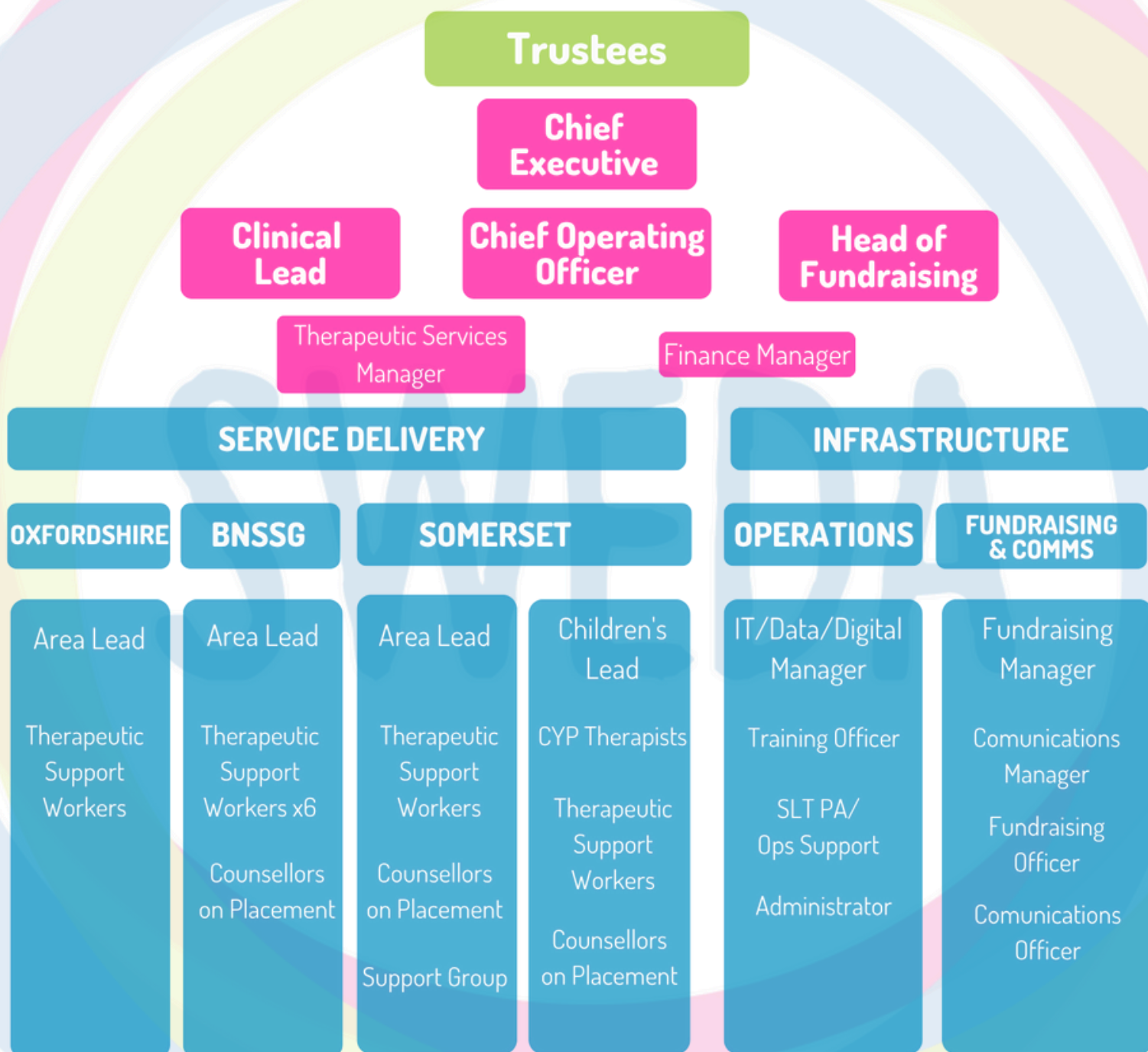


SWEDA is the best place I have ever worked - it is a creative and supportive environment, where everyone has a say and where talents are nurtured

In a recent staff survey, 100% of the respondents agreed that they were proud to be a member of staff at SWEDA



Organisational Structure



Job Description

Job Title:	Communications Officer
Office Location:	Shepton Mallet, BA4 5BS. Hybrid, with at least one day a week in the office and occasional travel, primarily within Somerset and Bristol
Salary:	£14,400 - £16,800 (£24,000 - £28,000 FTE) depending on experience
Hours:	22.5 hours per week. Out of office hours work will be occasionally required, for which time off in lieu can be taken.
Contract:	Permanent
Benefits:	Leave: 25 days per annum (pro rata) plus bank holidays, birthday leave and 1 extra day after 5 years' service Cashback on healthcare Pension: SWEDA contributions - up to 8.5% Flexible Working, which may include working from home and family friendly hours

SWEDA is growing fast. Since the pandemic, the number of children, young people and adults who need our support has grown exponentially. We have responded by expanding geographically (into Bristol and South Gloucestershire, with plans for other neighbouring areas), developing our children and young people's services and investing in the development of a fundraising team. In the past year, our fundraising and communications team has grown from two to four, and now we are looking for a part-time Communications Officer to help us raise awareness and engage support for our continued growth. There will be occasional evening and weekend work, and the candidate will need to be in the office at least 1 day per week.

We are looking for someone who:

- has experience in using social media and other communications tools to engage audiences effectively
- can create compelling stories and make them look good
- enjoys working as a team and winning the support of colleagues and collaborators in moving projects and campaigns forward
- has a good understanding of mental health and illness
- is full of ideas and able to work their own initiative
- is highly organised with an eye for detail
- is able to be flexible and responsive, because we are growing fast and applying a 'test and learn' approach which means what we do and how we do it is always up for change and improvement
- is proficient with social media platforms, design software and communications tools such as Canva, MailChimp, Meta Business Suite, and/or similar software

Job Description

We are looking for a candidate who has the necessary skills and experience to fulfil the following role:

MAIN DUTIES & RESPONSIBILITIES

- Create and post social media content
- Create and update website content
- Monitor and report digital communications performance
- Request and compile data, case studies and quotes from the SWEDA team
- Contribute to, format and distribute email newsletter
- Work with clinical colleagues to develop and publish new resources
- Write press releases, contact and liaise with media outlets
- Monitor coverage of Eating Disorders in the news and alert the team to relevant items
- Seek out data and research that supports our case for support
- Work with the fundraising and communications team to devise new campaigns and communications to spread the word about SWEDA and engage supporters and donors

OTHER DUTIES & RESPONSIBILITIES

- Supporting the aims and objectives of SWEDA, demonstrating SWEDA's values in day-to-day work
- Complying our policies and procedures
- Working positively and collaboratively with other team members
- Being respectful of client confidentiality and compliance with SWEDA's Data Protection Policy

PERSONAL QUALITIES

- A positive and co-operative attitude
- Ability to juggle a varied and busy workload and meet deadlines
- Committed, diligent and reliable
- Creative thinker, a willingness to take on responsibilities and challenges
- Integrity - being honest and ethical

Person Specification

DETAIL

ESSENTIAL DESIRED

Experience & Knowledge

Experience of working in a fundraising or communications role	X	
A track record in effective use of social media to promote an organisation or cause	X	
Highly organised and able to multi-task	X	
Self starter, able to work on own initiative	X	
Excellent written and spoken communication skills	X	
Proficiency in Microsoft Office (Word, PowerPoint, Excel), Teams, Canva, Mailchimp, databases	X	
An eye for detail	X	
Understanding of eating disorders and mental health issues		X
Commitment to SWEDA's values	X	

SWEDA

Recruitment Process

We are accepting applications on a rolling basis, with interviews held when candidates are shortlisted.

Please email your completed application form with a covering letter to admin@swedauk.org



We want our team to represent the diversity of the people and communities we work with. We also want SWEDA to be a place where different experiences, expertise and perspectives are valued and everyone is encouraged to grow and develop. This means that when we are recruiting, we actively seek to reach a diverse pool of candidates. It also means that we are happy to consider any reasonable adjustments that potential employees may need to be successful.