

## Digital Communications Officer

### About NASP

The National Academy for Social Prescribing (NASP) is a registered charity and company limited by guarantee. Our goals are to promote social prescribing and to bring about a social revolution in wellbeing, as set out in the [NASP Strategic Plan](#).

To learn more about our organisation, partners, and social prescribing, please visit [socialprescribingacademy.org.uk](https://socialprescribingacademy.org.uk).

At NASP, we operate a flexible, hybrid working model to support both collaboration and individual needs. Most work is carried out remotely, with Microsoft Teams serving as our primary platform for meetings and planning. We also provide access to an office space at London's Southbank Centre, which staff can use as needed.

Travel may be required for in-person meetings, site visits, events, or team away days, ensuring opportunities for connection and shared learning. Travel requirements will vary depending on the duties of each particular role.

Our working culture values flexibility, wellbeing, and collaboration. We are committed to supporting our staff to work in ways that suit their roles and personal circumstances, fostering an environment where everyone can thrive and contribute to the success of the organisation.

### Inclusion at NASP

At NASP, we are passionate about creating an inclusive workplace. It's important to that we represent the communities that social prescribing aims to serve and therefore we welcome applicants with lived experience of social prescribing. We also particularly welcome applicants from global majority and LGBTQIA communities, and those who identify as disabled and/or neurodiverse to apply.

We guarantee to interview candidates who identify as disabled as part of our Disability Confident Scheme commitments, provided that they meet the minimum criteria for the position.

NASP seeks to be a truly 21<sup>st</sup> Century employer and organisation. Supporting our staff's wellbeing is central to that goal, as our staff are one of our greatest assets. We are committed to ensuring fairness and accessibility throughout the recruitment process and will consider reasonable adjustments to meet individual needs. While adjustments will depend on specific circumstances, common examples include:

- Flexibility with interview times and formats, including location

- Providing documents, such as the application form, in alternative formats (e.g., large print, braille and pre-recorded video or audio recordings)

If you require adjustments, an alternative method of application, or would like to discuss your specific needs, please contact us at [recruitment@nasp.info](mailto:recruitment@nasp.info), and we will do our best to support you.

## How To Apply

To apply for this role, please complete all sections of the application form (available on the [Careers page of the NASP website](#)) and send to [recruitment@nasp.info](mailto:recruitment@nasp.info) by 12:00 (midday) on Monday 28th April.

Please do not send a CV, as we only assess applications based on the information provided in your chosen application format.

Interviews will be held w/c 5th May, please indicate on your application form if you might be unavailable during this period.

Applications are welcomed from applicants who wish to apply for a position based on a flexible working arrangement. Should a candidate be successful after the interview stage, any reasonable requests will be reviewed and be sought to be accommodated within the needs of the role. All appointments are subject to proof of right to work in the UK, references and a 3-month probationary period.

To support us with monitoring our commitments to access and inclusion, we kindly ask you to answer our Equal Opportunities form alongside your application. Your responses will not be shared with the panel.

For more information or an informal conversation, please email any questions to [recruitment@nasp.info](mailto:recruitment@nasp.info). We look forward to hearing from you about the role of Digital Communications Officer.

## Role Details & Staff Benefits

**Salary:** £29,500 per annum

**Duration:** 12 months (with possibility of extension)

**Hours:** Full time

**Location:** Hybrid – NASP have an office space at London's Southbank Centre which can be used by staff at any time. The role will be expected to work up to 2 days per week in the office with the remainder at home. There may also be additional occasional travel required for staff days and other events.

NASP offer a range of core benefits for staff on payroll, including:

- 30 days paid annual leave per annum, plus Bank Holidays
- An additional day of paid leave per year on your birthday
- Opportunities for Volunteering & CPD days each year
- Opportunity to request flexible working arrangements, including compressed hours
- Contribution to annual eye test, eyeglass purchase, and flu vaccination

### Purpose of This Role:

Reporting to the Head of Communications, the role will provide support for a range of Comms functions across the organisation, particularly NASP's social media, website, newsletter, CRM, and video & graphic design.

### Person Specification:

Experience & Knowledge:

- Knowledge and experience of Facebook, Instagram, X, You Tube and LinkedIn platforms, including the creation of organic content and paid for campaigns
- Ability to write, proofread and edit copy to a high standard for a wide range of audiences
- Experience of website management and maintenance
- Ability to synthesise complex information into simple but accurate content
- Ability to design and create strong visual content suitable for different social media channels and a range of audiences, using Canva or similar programmes
- Team-player who shares their knowledge and supports colleagues
- Proactive and organised self-starter able to use their own initiative and make tasks their own

Skills & Attributes:

- Affinity with NASP's Values as defined in the [NASP Strategic Plan](#)
- Video editing skills
- Experience of working on a behaviour-change campaign aimed at the public
- Experience working with Hootsuite or a similar platform
- Knowledge of Google Analytics
- Experience working with Umbraco or Wordpress
- Experience of working with a Customer Relationship Management system (CRM) or Microsoft Dynamics
- Knowledge of best Search Engine Optimisation (SEO) practices

- Understanding of social prescribing and the work of the National Academy for Social Prescribing

### **Responsibilities:**

- Develop and execute NASP's social media plan, ensuring that activity aligns with the organisation's strategic priorities, and to develop a holistic social media approach based on organisational objectives
- Support the Head of Communications on website development and management, such as updating, editing and improving pages, using a CMS, sourcing content and ensuring accessibility
- Lead on NASP newsletter communications, developing customer journeys through the CRM and implementing effective segmentation of audiences and messages
- Lead on internal communications by writing and sending a weekly staff email, updating the intranet
- Generate case studies and other content across all digital channels and to proactively contribute to the editorial calendar, ensuring relevant content is promoted at the optimal time on the most effective channels
- Collating and designing documents such as evidence reviews and reports
- Engage and respond to social media engagements, proactively reaching out and creating opportunities
- Management of the central communications and enquiries inboxes, responding to and triaging enquiries from external and internal sources
- Create videos and graphics highlighting NASP's work, and support the creation of videos and podcasts featuring NASP's ambassadors and projects
- Lead on evaluating impact of social media and related activity and recommending action to take to maximise achievement of objectives
- Grow NASP's online presence, and to scope further opportunities in line with the business objectives
- Work with colleagues to deliver NASP's webinar programme
- Work with Programmes and Corporate Affairs teams to promote NASP's events, coordinating social media marketing, and to provide administrative support for events when required
- Administrative support for the Communications team, as required
- Update NASP's CRM as required

### **Reporting To: Head of Communications**