



**DEMENTIA  
CARERS COUNT**

# Recruitment Pack Digital Communications Officer

**April 2025**





## Welcome from our Director of Comms & Growth

Dear Candidate,

We are delighted that you are considering applying for the role of Digital Communications Officer at Dementia Carers Count. We hope that, as you read the information in this pack, you will be inspired to see how your experience and skills can help us achieve our goals.

We are in the midst of an unprecedented social care crisis. At the heart of this are the millions of unpaid carers who look after friends and relatives with little recognition or respite. At Dementia Carers Count, we stand for them. We campaign for change, provide practical and emotional support, and through our new commercial service we are working with businesses to provide tangible help for dementia carers throughout the UK. 2025 is an exciting year for us as we build on our successes to date to grow our reach and impact.

We're looking for someone with a breadth of experience, who has a willingness to support others and learn new skills. The role can be based anywhere in the UK, with attendance at occasional in-person meetings, typically around once a month, and usually in London.

We're a small team, passionate about making a difference for dementia carers. If you believe you have the skills and experience to join us, then we'd love to hear from you.

Best wishes

Julia Mazorodze

Director of Comms & Growth





# Job description

<b>Job Title:</b>	<b>Digital Communications Officer</b>
<b>Reports to:</b>	<b>Marketing and Communications Manager</b>
<b>Contract:</b>	<b>Permanent</b>
<b>Hours:</b>	<b>Full time, 35 hours per week (28 hours per week considered, core days Tuesdays and Thursdays, minimum 4 days)</b>
<b>Salary:</b>	<b>£32,000 FTE pa</b>
<b>Location:</b>	<b>Remote, with periodic days in London required</b>

## Job purpose

To support and deliver effective communications, including marketing and digital engagement activities, which raise awareness of Dementia Carers Count and foster connections with our community of carers, campaigners and donors. Your work will help us reach and support more carers, raise funds and campaign for changes which will ensure that no dementia carer feels isolated, invisible or alone.

## Key responsibilities

- Understand our cause, linked issues, and how these are publicly perceived
- Horizon scan to spot social and news trends as well as potential influencer targets
- Manage our social platforms, keeping abreast of media and public zeitgeist about our cause and related issues. You will design and deliver paid advertising campaigns and monitor, respond, share, engage, comment on posts, according to our guidelines and with responsibility for reputation management
- Share audience insights with colleagues to ensure effective stewardship of all our defined audiences
- Support development of media relationships. You will curate press and media lists and respond to media queries, with shared out of hours responsibility.
- Draft statements and press releases and pitch ideas for articles and features, developing copy as needed and tracking coverage
- Support user-led story telling as part of content creation, including interviewing carers about their experiences and identifying opportunities to share carers' voices in our materials
- Draft website copy and develop assets for digital use and printed materials which communicate our key messages and brand and which support specific campaigns
- Review and monitor evaluation and reporting metrics to provide regular and campaign-based management information relating to the success of digital and media activity
- Support effective cross-organisational internal communication
- Adhere to all relevant legislative and regulatory obligations relating to marketing, digital and communications
- Carry out other duties commensurate with this post as requested.



# Person specification

## Experience – essential

- Proven use of creating successful email or social media content or campaigns in the areas of awareness, behaviour change or donation, across a range of platforms, for example YouTube, X, Facebook, Instagram, WhatsApp, LinkedIn etc.
- Proven ability to communicate with relevant audiences across digital channels, while maintaining an accurate brand spirit and consistent tone of voice
- Digital marketing campaigns using social media, paid and organic, search engine optimisation (SEO)
- Analysing content performance to optimise campaign activity
- Use of WordPress CMS or similar website content management systems
- Successfully working as part of a smaller organisation

## Experience – desirable

- Working with people with lived experience to create content
- Excellent copywriting skills and understanding of accessibility within a digital context
- Experience of Google Grants account management
- Use of email marketing software, such as Campaign Monitor
- Demonstrable experience of building media relationships and securing coverage
- Working in a matrix team with suppliers/agencies including freelancers
- Lived experience as a carer for someone with dementia

## Skills, abilities, knowledge

- Self-starter – confidence to test and learn online and confident managing own time to meet targets and deadlines
- Excellent digital storytelling skills
- Knowledge of social media management tools including social listening, scheduling and sentiment analysis



# Person specification cont.

## **Skills, abilities, knowledge cont.**

- Experience of using Adobe Creative Cloud apps or similar e.g. Canva for design / content production
- Knowledge of marketing best practice and data protection rules and regulation
- Target-focused and results-driven with an ambition to drive activity forward
- Excellent organisational, prioritisation and time management skills
- A flexible, creative and solutions-focused approach to problem-solving
- Commitment to personal learning, development and improvement

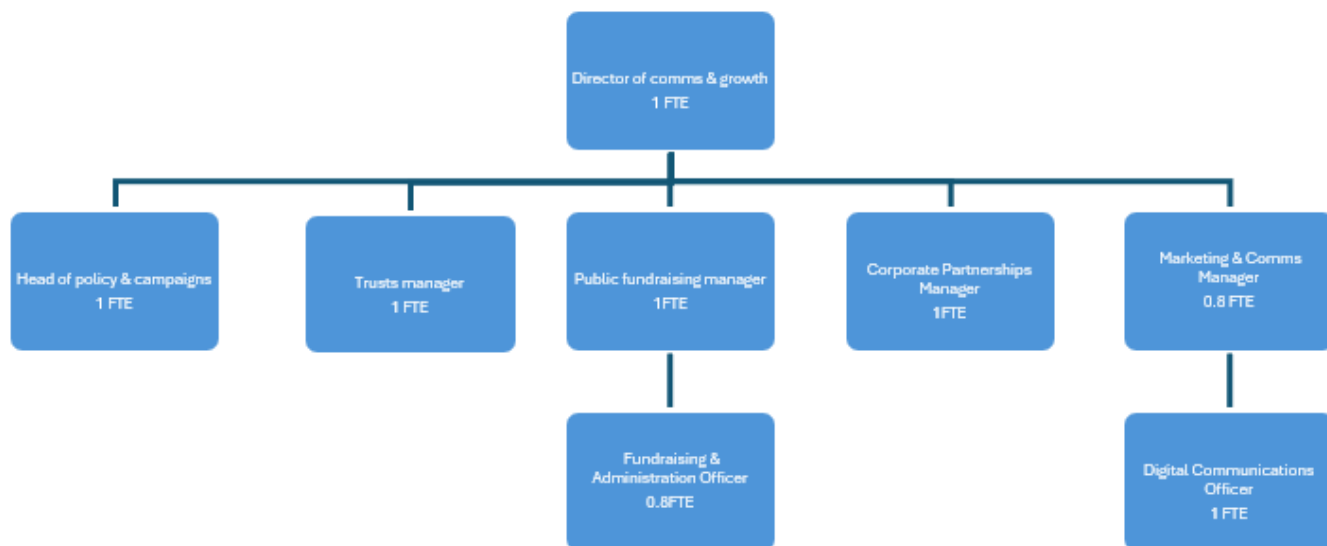


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# What we can offer you

- **Annual Leave 27 days plus bank holidays**, plus the option to purchase additional leave
- **Workplace Pension** with up to 6% employer contribution
- **Group Life Assurance**
- **Health cash plan** – with money back on healthcare such as dental, optical and therapies
- **24/7 Employee Assistance Programme** – access to counselling, advice line and other wellbeing support.
- **Enhanced company sick pay policy**
- **Enhanced carers, family and other leave**
- **Remote working** – we are a remote-working organisation, so the role can be carried out from anywhere within the UK, although attendance at some face-to-face meetings is required, this will be fairly minimal and includes quarterly all team meetings and occasionally meetings with colleagues, partners or journalists, normally in London. Once employed, travel costs are paid.
- **Flexible working** – we are committed to adapting how we work to allow employees to thrive inside and outside of work. We welcome applications from candidates wishing to work full time or part time and will consider other flexible options including compressed hours.
- **A commitment to support your learning and development**

# Team chart



## About Dementia Carers Count

Dementia Carers Count is a small but mighty charity, powered and inspired by dementia carers' experiences and insights and driven by the urgent need for change. We are here to listen, to support and to help unpaid dementia carers look after themselves as well as the person they care for. We provide free, personal and confidential practical advice and emotional support. Every day our team of specialist advisors supports carers across the UK.

[dementiacarers.org.uk](https://dementiacarers.org.uk)

**Carer Support Line: 0800 652 1102** Mon-Fri 9am-5pm





# How to apply

## **Closing date:** 28th April 2025 at 9am

If you would like to apply for this position, please apply by submitting your CV along with answering the following questions to

[hr@dementiacarers.org.uk](mailto:hr@dementiacarers.org.uk)

1. Why are you interested in applying for the role and why do you think you would be a good match for it?
2. Can you share details of your most successful digital marketing campaign and what you learnt from it?
3. What do you think the key opportunities are for DCC to reach more carers and potential fundraisers online?

Please be aware that should we believe you have used Artificial Intelligence such as ChatGPT to answer your questions this may affect your chances of proceeding to the next stage.

## **Assessment Process**

This will be an in-person interview in our London office on Wednesday 7<sup>th</sup> May 2025. If you are interested, please submit your application as early as possible.

If you would like to have an informal chat about the position, please contact [hr@dementiacarers.org.uk](mailto:hr@dementiacarers.org.uk)

## **Questions**

For queries or to have an informal discussion regarding this post, please contact [hr@dementiacarers.org.uk](mailto:hr@dementiacarers.org.uk)

## **Right to work**

To be considered for this role, you must have an existing right to work in the UK.



# Diversity and inclusion

Dementia Carers Count is committed to providing inclusive services accessible to everyone – regardless of who they are. We are also committed to embracing equality, inclusion and encouraging diversity amongst our team which is demonstrated through our employment policies, procedures and practices. Our ethos is to respect and value people's differences and to help everyone achieve more at work, as well as in their personal lives, so that they feel proud of the part they play in our success. Our aim is that our team will be representative of all sections of society and each person feels respected and able to give their best.

Our equality & diversity monitoring forms will be kept separately from your application and will not be linked or identify you as an individual. We will use the data to monitor the diversity of candidates.

You can find further information on Diversity, Inclusion and Belonging at DCC on our Website.

DCC is a 'Disability Confident Committed' employer, and we aim to offer an interview to any candidate that tells us they have a disability and meets the minimum criteria for the role. Should you wish to disclose this information please do so by adding this to the body of your email to [hr@dementiacarers.org.uk](mailto:hr@dementiacarers.org.uk) along with your supporting application document.





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# Thank you for taking the time to read our recruitment pack

**Dementia Carers Count**

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