



Press and Content Officer

Candidate pack



OUR VALUES

At Beat, we share the vision of an end to the pain and suffering caused by eating disorders. We are inspired by the people we serve, by the difference we can make, and by our commitment to each other.

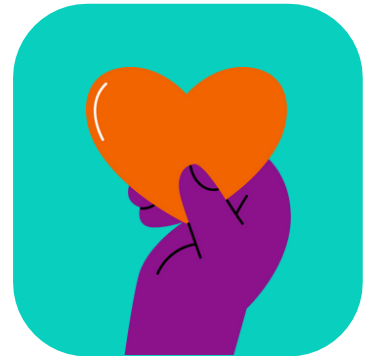
To make our vision a reality, we need to be bold. It takes a particular courage for our beneficiaries to ask us for help. And we need to be courageous in return – being proactive in seeking new opportunities, embracing new ways of working, and challenging things that are preventing our vision from becoming a reality.

Central to our success is our commitment to building and maintaining supportive and mutually empowering relationships with our colleagues, supporters and beneficiaries. In turn, these relationships provide us with unique experience and learning, which we use to speak with both compassion and authority about the realities of eating disorders.

We also believe that people performing at their best are happier in their work and that happy people perform at their best. So we create and protect a trusting and collaborative environment where people can experiment, learn and flourish.

We all have the responsibility of ensuring our behaviours and relationships reflect these values on a day-to-day basis and for holding ourselves and each other accountable when they do not.

When we get this right, we will achieve brilliant results together, making Beat a truly inspiring and enjoyable place to work.





OUR COMMITMENT TO EQUALITY, DIVERSITY AND INCLUSION

We cannot succeed in our mission to end the pain and suffering of eating disorders unless we are able to help everyone affected by eating disorders and address inequalities in experience and outcomes.

We take equality, diversity and inclusion seriously at Beat and we are committed to ensuring EDI is embedded in our service provision and our individual behaviours.

We recognise that there are still significant barriers that deny equal access to the information, support and treatment that everyone affected by eating disorders deserves. As an organisation we will reduce barriers to those seeking our support and use our voice and influence to tackle inequalities and drive change.

We know that we need a diverse, passionate workforce to deliver our mission. We are committed to recruiting, retaining, and promoting a diverse mix of individuals who are representative of the communities we serve.

We believe that everyone should be able to be themselves, feel respected and be empowered to give their best and reach their full potential. We will create a safe and inclusive culture where everyone can progress and thrive, and has a sense of belonging. It is all of our responsibility to make Beat a fair and equal place to work, where we all promote equality, value diversity, and work inclusively.

We expect all of our third-party suppliers and partners and everyone involved in Beat's activities to act in line with our EDI policy. We do not tolerate disrespectful behaviour towards each other, supporters or members of the public. Any breaches of this policy are taken seriously by the organisation.

We know that eating disorders do not discriminate. They can affect anyone, of any age, background or circumstance. We also know that it is only by actively working to eliminate discrimination and create equality that we will be able to end the pain and suffering of eating disorders for good.

JOB DESCRIPTION

Job title	Press and Content Officer
Department	External Affairs
Hours per week	34 (full time), normally worked over 4 days. One working day is required to be Friday.
Salary	£26,444 + £1,200 on-call allowance.
Contract	Permanent
Location	Remote, with the option of working in Beat's Norwich office if preferred.

PURPOSE OF THE POST

To support Beat's strategy by ensuring that we have a strong profile and reputation with the public, and that our policy and campaigns, fundraising and support services are effectively promoted in the media and through high quality content produced for our marketing and communications channels.

ABOUT THE POST

We're looking for a highly organised, experienced Press and Content Officer to join our small but mighty PR team.

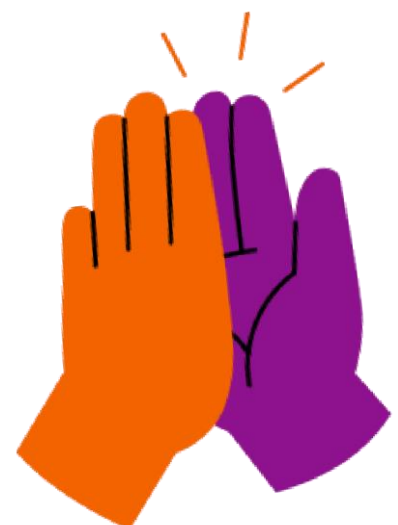
Sitting within the wider External Affairs team, you'll spend half your time working in Beat's press office and half with the Marketing and Communications team. No two days will be the same – on one day, you might be reviewing a TV script to make sure eating disorders are represented responsibly, on another, working with our Clinical Advisory Board to draft vital information that will help our community get the help they need.

We're looking for a self-starter with great news sense, so you'll have experience of working in a busy press office or agency experience and a proven track record of selling in stories to the media.

You'll also be a skilled wordsmith: you'll be equally at ease writing hard-hitting press releases calling for better care as you will be drafting attention-grabbing newsletter copy.

At Beat, it's important that our press office quickly responds to journalist requests whenever they come in. As such, we require this role to have Fridays as a set working day, with another weekday to be taken off so you can still benefit from our four-day working week (e.g. Tuesday – Friday, with Mondays off).

You'll also take a turn on our on-call rota covering evenings and weekends, with time off in lieu offered for any hours worked and a supplementary on-call salary allowance.



MAIN RELATIONSHIPS

This post is line managed by the PR Manager, with 50% of their time task managed by the Head of Marketing and Communications.

They will work as part of both the PR and Marketing and Communications teams alongside other colleagues in the External Affairs, Services and Fundraising directorates, in particular the Community Fundraising team and National Officers, to ensure our work is effectively promoted across the UK. This includes working with senior colleagues on key messaging and media work.

This is expected to be a 50-50 split with half of their time spent working in the press office and half in the Marketing and Communications team.

They will be responsible for building strong relationships with journalists across a wide range of media outlets.



KEY RESPONSIBILITIES

1. Act as the first point of contact for journalists: reacting to media requests and enquiries in a timely and accurate manner, briefing journalists on a wide range of eating disorder related topics and providing statements where appropriate.
2. Creatively write and distribute press releases and statements to sell into national, local and trade media and organise press events as appropriate and lead on press activity for community fundraising, the devolved nations (Scotland, Wales and Northern Ireland) and local media to maximise coverage in those areas.
3. Write health-related and other informative copy for print and digital channels, working with the wider Marketing and Communications team and with clinical advisory co-ordinators and Beat's Clinical Advisory Board as appropriate.
4. Contribute to content ideation and execution and to the production of print and digital content including copyediting and proofreading.
5. Identify proactive opportunities to highlight Beat's work in the media and through our owned marketing and communications channels.
6. Support the development of Beat's key messages on various topics, working closely with the PR Manager, the Marketing and Communications team and other staff members.
7. Arrange interviews and support Beat spokespeople and case studies with expert media advice ensuring they are fully briefed, supported and debriefed.
8. Monitor the news agenda and proactively bring opportunities to the attention of the PR Manager as appropriate, and internally communicate topical issues and current news relating to eating disorders and Beat in the media.
9. Support lived experience volunteers and Beat's media volunteers, individuals who are prepared to speak out about their own experiences of an eating disorder, to tell their story in the media.
10. Maximise the use of media monitoring and enquiry software to record, report upon, monitor and evaluate media coverage and press office activity to drive continuous improvement.
11. Be a member of the Crisis Comms Group including monitoring social media when covering the Press Office on a Friday.

12. Ensure own behaviour is fully supportive of an inclusive culture in relation to all colleagues and other stakeholders.
13. Identify own personal learning and development needs and seek opportunities to address them.
14. Other responsibilities relevant to the purpose of the role as required by the line manager and Head of Marketing and Communications.

These responsibilities are subject to review and may be varied in emphasis depending on operational requirements.

PERSON SPECIFICATION

Candidates should take each of the points in the three sections of the person specification and, using each as a sub-heading in the application form, demonstrate how they meet the requirements of the role.

Relevant experience

- Previous relevant experience of building productive relationships with journalists, working in a press office or media relations, ideally within the charity or health sector.
- Experience of successfully developing and pitching a story to national and local press and broadcast media which supports organisational objectives – from identifying key messages through to collating a press plan and producing the final deliverables.
- Experience of copywriting and content creation for a diverse range of audiences and media including press releases, copy for print, social and web including writing for SEO.

Personal Competencies

- Excellent workload and time management skills with the ability to manage a busy workload delivering high quality work to deadline and under pressure.
- Able to produce excellent copy, adapting styles to meet the needs of different audiences and channels with a proven track record in writing accurate, concise and powerful press releases and statements to press and other audiences.
- Compassionate and understanding, and able to communicate with and encourage those with an eating disorder experience to feel comfortable engaging with Beat and the media.
- Commitment to teamwork, with the ability to develop positive relationships with colleagues.

Specific Knowledge

- Good knowledge of the media landscape, including news, lifestyle and trade media.
- A good understanding of mental health issues, and ideally of eating disorders.
- Highly competent in Microsoft Office.



WHO WE ARE

Beat is the UK's eating disorder charity. We exist to end the pain and suffering and loss of life among people affected by eating disorders:

- ◆ We help them to understand their illness, support them to get treatment and help them towards recovery.
- ◆ We help families and carers know how best to support a loved one into, through and out of treatment.
- ◆ And we train teachers, health professionals and other key individuals to spot when someone is showing the early signs of an eating disorder, how to talk to them and how to encourage them to seek and get treatment as quickly as possible.

We use our experience to campaign for better government policy and health service practice that addresses the challenges faced by people with eating disorders, always guided by the experience of our beneficiaries and the expertise of clinicians. We work both nationally and locally, focussing on three priority areas: early intervention, family empowerment and prevention & cure.

WE HAVE A STRATEGY FOR 2019–25 WITH THE GOALS OF:

- Reducing the delay between someone falling ill and starting treatment from over 3 years at present to less than 12 months, and shortening current waiting times from months to days;
- Ensuring that all family members and carers are fully informed about their loved one's illness and empowered to support their recovery;
- Achieving an increase in the funding and priority given to eating disorders research so that there is a chance of effective cures and prevention strategies being discovered.

We are now developing a new five-year strategy which will take us to 2030. This retains our current goals but with an additional focus on ensuring equity of access to treatment for anyone affected by an eating disorder, and achieving better outcomes for people with longer term illness.

Beat has been working for people with eating disorders for almost 50 years. Anorexic Aid was formed in Manchester in 1974 while Anorexic Family Aid was created in Norwich in 1976. The two organisations merged in 1989 to become the Eating Disorders Association. We have been known as Beat since 2007. Our registered name changed to Beat (formerly Eating Disorders Association) in October 2018.



ABOUT EATING DISORDERS

Eating disorders destroy lives. They steal childhoods, devastate relationships and pull families apart. And they can be fatal. They are serious mental illnesses and include anorexia nervosa, bulimia nervosa and binge eating disorder. There are **1.25 million people in the UK** with an eating disorder at any one time, with around **130,000 falling ill each year**. While more women are affected than men, and eating disorders commonly emerge during adolescence, they affect people of all ages and genders.

On average, it takes someone over 3 years from falling ill before they seek treatment, followed by more than 6 years of waiting, therapy, semi-recovery and relapse before they get better. PwC estimates that this costs the NHS £4 billion per year. However, it doesn't have to be this way: if someone starts treatment early, they have a good chance of making a rapid and sustained recovery.

Parents, siblings and other family members are also seriously affected. They should be enabled to help their loved one into a quick and sustained recovery but they can only play their role if they have full understanding, are fully supported and engaged by the health services, and if their own wellbeing is protected. However, they commonly report not being given useful information when a loved one is diagnosed, so they can't stop things getting worse while waiting for treatment to start and they don't know how to support their treatment regime. Families and carers also find that supporting the sufferer has a negative impact on their own physical and mental health.



WORKING TOGETHER

Our statement of values (see earlier section) is a description of how we work at Beat when we are working together at our best. As the statement concludes, when we get this right we will achieve brilliant results, making Beat a truly inspiring and enjoyable place to work.

Central to those values is the conviction that happy people are more likely to perform at their best, and that people performing at their best are more likely to be happy in their work.

Everyone at Beat therefore has a responsibility for modelling our values and doing whatever is needed to make sure we are working together at our best for as much of the time as possible.

Managers in particular are expected to create an environment of cohesive and focussed teamwork built on trust, understanding and a shared determination to achieve great results. They put their people first and give them the support and freedom they need to innovate and succeed. The definition of a good manager at Beat is someone who is leading a happy and high performing team.

So if you are successful in your application, you can expect regular meetings with your line manager to share ideas, ensure wellbeing, support and review your progress. They will encourage your learning and development, enabling you to spend on average at least 10% of your time on L&D using a wide range of options. And they will ensure you have all the information and connections you need to do your job to the best of your abilities.



BEAT'S SHORTER WORKING WEEK

Beat has permanently adopted two significant changes to our working practices:

- 1) Reducing the full-time working week to 34 hours over 4 consecutive days without reducing pay.
- 2) Allowing significantly greater flexibility to work from home

These changes were introduced to help protect staff wellbeing during the Covid pandemic, but were so valued by our colleagues – and resulted in higher productivity despite the reduced hours – that we have made them permanent.

Therefore most full-time staff at Beat work 8.5 hours per day Monday– Thursday, with considerable flexibility available providing that necessary diary commitments can be met. Part-time working patterns are agreed on an individual basis but with the 4 day week as a starting point. **Please note that the Press and Content Officer role is required to work on Fridays.**

No internal meetings are arranged on Fridays and the office is closed (although still available for use as needed and in the case of personal preference). Full time staff are nevertheless required to be available to work on Fridays when required for meetings unavoidably organised by other organisations, with time to be taken off in lieu.

A slightly different version applies for the Helpline but the principle remains that full-time means working for 34 hours across 4 consecutive days.

Staff who are unable to work 8.5 hours in a day (e.g. because of caring responsibilities) can work some of their hours on Friday and requests for this working pattern would only be refused for very specific business needs or wellbeing requirements. Any full time staff choosing this option would nevertheless need to be available for engagements considered as 'business need' on Monday to Thursday, with notice given and TOIL to be taken as necessary.

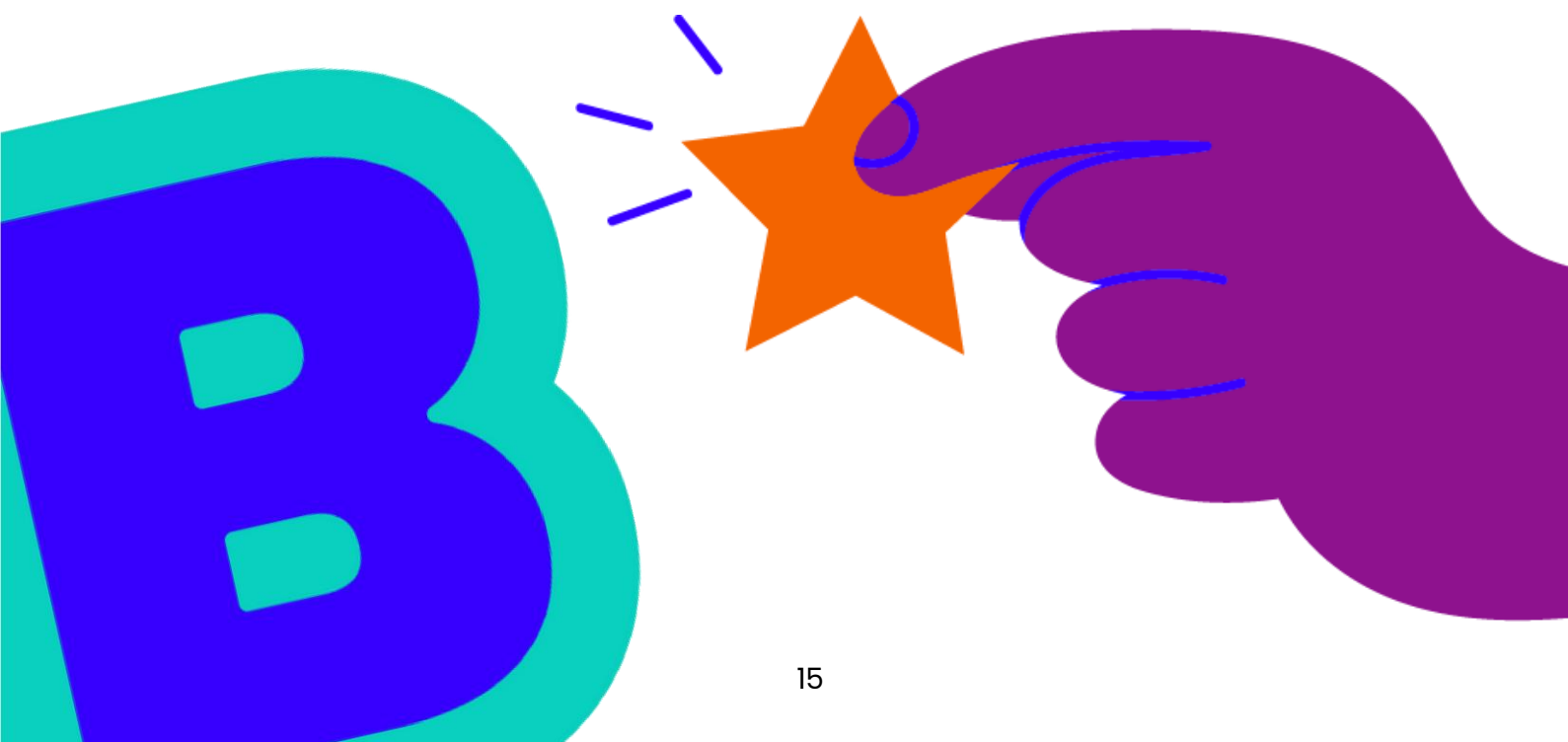


BEAT'S OFFICES AND HOME WORKING

Beat's head office is in Norwich. Staff who are based in the office must be present there when a business need arises and can choose to work there whenever they like. Except for roles which can only be fulfilled in the physical office, staff also have a high degree of flexibility to work from home.

People who are recruited to be fully or partly home-based will be provided with a laptop and relevant other necessary equipment. All home-working postholders must ensure an internet connection of sufficient speed to attend meetings by video conferencing without disruption.

Staff are required to attend meetings in the Beat office (or elsewhere) when there is a business need. They are also expected to travel to meet business needs, which vary depending on the role. Expenses will be paid for any required travel to locations other than the postholder's normal place(s) of work.



RESILIENCE AND WELLBEING INTERVIEW

Our work at Beat involves supporting vulnerable people who may be in distress, and all staff are likely to come across potentially upsetting content. This can be difficult for staff at times and for some it can have a negative impact on their health and wellbeing.

In order to best protect our team, and ensure all staff are able to thrive at Beat, we conduct a resilience and wellbeing interview as part of the recruitment process. This will help to ensure that applicants understand the pressures of the role and are able to meet them, and that we are aware of the support they may need from Beat to do so.

HOW TO APPLY

Full information about this role including application forms are at www.beateatingdisorders.org.uk/vacancies

Completed application forms should be returned via the website page above by 9am on **12 August 2024**. All applications must be on the Beat application form. CVs will not be considered unless by prior agreement.

Shortlisted candidates will be informed by close of business on **14 August 2024**. If you have not heard from us by **EOD 16 August 2024**, please assume that your application has not been successful.

First interviews will take place on **20 August 2024 remotely on Teams/Zoom**, second interviews will be arranged following this.

