



Little Hearts Matter
Half a heart, not half a life

Job Description

Post: Social Media and Website Lead (Service based)

Based: Little Hearts Matter office, Edgbaston, Birmingham Hybrid working is possible.

Responsible to: The Service Lead and Chief Executive

Salary: £24,000 to £27,000

Hours: 35 hours per week

Annual Leave: 25 days plus 8 statutory bank holidays per annum

Little Hearts Matter

Little Hearts Matter offers support and information to, and represents the needs of, children and families following a diagnosis of single ventricle heart disease, half a working heart. These congenital cardiac conditions can never be cured, even following repeated surgery, so the children have to learn to live within the restrictions that their disability and fears for their future create.

Little Hearts Matter is there from the time parents learn of their child's condition, through risk filled treatment into a challenged filled life at home. LHM is there to support the children, and their families, through their hopes and aspirations and the gradual realisation that they will never have the same life as their peers.

- **Alleviate isolation** by offering support, friendship and understanding from the time a diagnosis is made, through treatment decisions, hospital care and into life at home eventually introducing parents and patients to other families who have similar experiences and shared concerns helping them to build a network of support.
- **Reduce fear** by offering patients, parents, siblings and the extended family a greater opportunity to understand the diagnosis and treatment paths available.
- **To reduce confusion and a lack of understanding** by producing and supplying for free, user focused information that supports and aids understanding from the time of diagnosis, through treatments and into life at home.

- **To raise a greater awareness** within Medical, Educational, Social and Governmental circles of the needs of children, and their families, as they travel through every stage of their lives.

Joining our team

Little Hearts Matter is a national charity that offers support to families across the UK and Ireland. Our support spreads far and wide but as a team, we are a small, closely-knit group with a shared passion to help those on the half a heart journey. You will be joining a friendly team that loves to collaborate. We are a melting pot of skillsets and you will have every opportunity to let your digital skills shine through.

Specific areas of responsibility

As a member of the Service team, your role will be to create engaging social media content, management of the LHM website and to develop online resources for our members that help to reduce their isolation, fear and a lack of understanding.

Your duties in this role:

- Communicating service provision to the charity's membership
- Communicating LHM news both internally and externally
- Overseeing our online platforms where members link safely with each other and share their stories and experiences.
- Campaigning on social and health issues that members highlight as a priority
- Raising the importance of fundraising opportunities.
- Supporting and sharing research
- Raising the profile of the charity and bring a greater awareness of single ventricle heart conditions
- To be inclusive and representative of all LHM members

Key responsibilities:

Socials:

- Building a social media presence that represents all aspects of the charity's work
- Creating exciting and engaging social media content
- Building content plans that align with the direction of the charity
- Researching news and opinions to forward the work of the charity and the needs of our members.
- Using our online support groups to create a conversation with the membership and to inform service direction and growth.
- Picking up comments and messages to link members to our specialist services
- Networking with other related organisations, groups and individuals
- Sourcing, editing and publishing stories about life with half a working heart
- Sharing information on the resources available for members.
- Working with the team to ensure our content is accurate and meaningful.
- To signpost to resources and research.

- To offer constructive mediation.
- Working with our Youth Leader to develop our youth communication service.
- Seeking partnerships and sponsorships from online influencers
- Seeking potential fundraising opportunities from companies *and* individuals

Website

Our website is a vital resource, the home of LHM support and information. In your role, you will lead on looking after our website using WordPress to:

- Ensure user friendly access to LHM information.
- Create visually engaging website pages that reflect our branding
- Keep the site updated with news, resource updates and stories
- Seek out ways to improve the accessibility of our information
- Modernise the website without losing the core values of the charity.

Other media:

- Taking the lead on running Zoom workshops and webinars
- Recording, editing and promoting online and face to face workshop and conference events.
- Using Adobe Creative Suite to create banners, logos and graphics
- Contributing copy to the charity's newsletters.
- Support the LHM team to manage the flow of information
- Working with journalists and press specialists to bring a greater awareness

Personal Specification:

- A minimum of two years' experience of creating social media content professionally.
- Creative writing experience with the ability to tailor copy to a specific audience
- A social media wizard who knows their way around Twitter, Facebook, Instagram, LinkedIn and (desirable) TikTok.
- A bright spark with the ability to bring fresh ideas to meetings
- A confident user of WordPress and the WPBakery plugin.
- A solid understanding of graphic design and video editing (Adobe).
- Able to manage priorities and self-motivate.
- Warmth – a genuine willingness to help families who have a baby, child or young adult with a complex heart condition.
- An ability to understand the needs of the member families and the ethos of the way that LHM supports people.

Education

- A level or equivalent further education qualifications.

This post holder will need to be able to demonstrate their experience of using social media as a key communication tool, preferably within a service based organisation.

This job description is not exhaustive and other responsibilities may be agreed as appropriate.