

## JOB DESCRIPTION

### COMMUNICATIONS AND FUNDRAISING ASSISTANT (PHARMACY RESEARCH UK) (35 HRS A WEEK, 12 MONTH FIXED TERM)

Location: 66-68 East Smithfield, London  
Reports to: Senior Fundraising and Communications Manager  
Grade: 2

#### Who we are

The Royal Pharmaceutical Society is the professional membership body for pharmacists and pharmacy in Great Britain. We advance the profession of pharmacy for public and patient benefit to secure the future of the profession and our members.

#### What we do

We lead and promote the advancement of science, practice and education in pharmacy to shape and influence the future delivery of pharmacy driven services. We support and empower our members to improve health outcomes for society through professional guidance, networks and resources

#### How we work

We are:

- Focused on delivering for members, patients and the public
- Committed to listening and learning
- Collaborative in our approach to success
- Dedicated to excellence in everything we do

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#### JOB PURPOSE

The communications and fundraising assistant of Pharmacy Research UK is responsible primarily for the coordination of the charity's communications as well as providing administrative support around fundraising activities. The post holder will help raise the profile of the charity through communication activity including web and social media and increase income by supporting various fundraising streams. It is envisaged that the proportion of the role dedicated to fundraising will increase as the role develops.

The post-holder will be employed by the Royal Pharmaceutical Society, and will ensure the delivery of a high quality service to the Trustees of Pharmacy Research UK, as per the annual Service Agreement.

## **MAIN ACCOUNTABILITIES**

### Communications

1. Support of digital marketing, website and digital communications to maximise opportunities for the charity as a whole
2. Coordinate current social media activity - maintaining the PRUK Twitter feed, the PRUK Facebook page and PRUK LinkedIn page
3. To draft and edit press releases, articles and other media content, for a wide variety of media channels to a high standard
4. To work with the PRUK Research Funding team to stay up to date with activities and identify potential opportunities for fundraising and communications (e.g. newsletter content)
5. To coordinate the production of marketing support materials such as posters, websites and newsletters to promote, market and advertise forthcoming events and activities.
6. To maintain the PRUK contacts database (including Trade contacts)

### Fundraising

7. Ensure that the charity is presented in a professional manner to its various stakeholders and cultivate and foster good external relations
8. To coordinate meetings with stakeholders and support other stakeholder management.
9. Researching potential funders (Trusts and Foundations or Companies)
10. Contributing to drafting of fundraising applications to potential funders.

### Other

11. To support the Senior Fundraising and Communication Manager with other projects and programmes as required.
12. To support and contribute to the purpose of Pharmacy Research UK and carry out any other duties as reasonably required.

**This list is a summary of the main accountabilities of this role and is not exhaustive. The role holder may be required to undertake other reasonable duties from time to time.**

## **SUCCESS MEASURES**

- Evidence of good working relationships with key stakeholders
- Well delivered and coordinated projects/services (on time/within budget)
- Targeted and effective dissemination activities
- Accurate, timely and thorough reporting and information
- Up-to-date expertise, with ideas and advice in line with best practice

## CORE RESPONSIBILITIES FOR THIS JOB

- Personal responsibility
- Managing the organisation
- Achieving results/delivering performance
- Problem solving

## BEHAVIOURAL COMPETENCIES

Behavioural competency	Level required – ops, mgr, senior mgr
Strategic perspective	ops
Delivering a member and customer focussed service	ops
Communication	ops
Planning and organisation	ops
Openness to change	ops
Negotiating and influencing	ops

## KNOWLEDGE & SKILLS FOR THIS JOB

### Essential

- Proactive, problem solver, able to work independently (essential)
- Experience of coordinating social media channels (e.g Twitter, Facebook) (essential)
- Experience of drafting content for websites and other marketing / communications materials (essential)
- A good degree/graduate calibre (essential)
- Excellent written and oral communication skills (essential)
- Excellent organisational and time management skills (essential)
- Demonstrated ability in major IT applications including Excel, Powerpoint and Access (essential)

### Desirable

- Experience of web based research to support fundraising activity (desirable)

- Experience of working in the charity/not-for-profit sector (desirable)
- Experience of WordPress websites (desirable)
- Experience of using web design software such as Photoshop/Indesign/Illustrator (desirable)
- An interest in the Pharmacy/Health sector

**DATE JOB DESCRIPTION AGREED:** July 17