



**Role:** Communications Officer

**Hours:** Part time (hours negotiable)

**Type:** Permanent or contract basis

**Salary:** £30-35,000 (pro rata)

**Location:** Flexible - partly home working and partly from our London offices near Old Street

entitledto is the leading provider of online benefit calculators in the UK. We help people determine what benefits they are entitled to claim via our self-serve calculators and we allow businesses – such as Local Authorities, Housing Associations and Charities – to help people maximise their income and see how they are affected by welfare reform.

We pride ourselves on being independent, accurate and reliable, which we have been doing since 2000. We believe that everyone living in the UK should be able to understand what their legitimate entitlements are and honestly claim that amount from government.

### **Role & Responsibilities**

The Communications Officer will work with the Communications Manager to increase awareness of the entitledto brand and enhance our status as subject matter experts, particularly in encouraging take-up of benefits by the public.

This new role in a small team will help the organisation increase and enhance communication with existing and new organisational clients and, ultimately, the end users of our calculators – members of the public.

The position will involve generating written content for client newsletters, marketing brochures and help pages to guide users through our tools seamlessly. Tasks will also include working with other teams in the organisation to produce or edit webinars, product demonstration videos and blogs written by our subject matter experts.

The individual will lead on an update to our website to improve the user journey for our three audiences: new organisations looking to find out about our products and services; existing clients wanting to understand the wide range of features available in their tools; and public users trying to navigate the complex benefits system.

They will also contribute to our media work. This will include posting on social media and also the promotion of entitledto as subject matter experts on radio and TV.

## **Person Specification**

### Essential

Able to demonstrate an ability to work autonomously and an aptitude for self-motivation

Passion for assisting others with the drive and determination to see projects through to the end.

Excellent organisational skills and attention to detail.

A flexible and enthusiastic approach to work, with ability to manage multiple priorities.

### **Knowledge, skills & experience**

#### Essential

Graduate calibre or equivalent with a relevant qualification or experience, such as journalism, social policy or campaigns.

Communicating with different audiences in a variety of ways in a creative and clear manner.

Researching, updating and writing engaging and accurate content with the ability to distil complex scenarios into a simplified, understandable process.

Use of website content management systems, with an understanding of basic HTML.

Use of MailChimp for email campaigns, including set-up of mailing lists and template design.

Engagement on social media, particularly Twitter and LinkedIn.

#### Desirable

Working with local authorities, housing associations, charities and other organisations.

Use of the Umbraco Content Management System.

Knowledge of webinar and video editing software.

Understanding of Adobe design software.

Familiarity with the benefits system.

**To apply for this post please email your CV and covering letter explaining how you meet these requirements to [wendy@entitledto.co.uk](mailto:wendy@entitledto.co.uk).**

**If asked to an interview you will also need to provide evidence that you are eligible to work in the UK.**

Closing date for applications: when the post is filled