



Eczema Outreach Support Recruitment Pack

Communications and Campaigns Manager

August 2026

Key Purpose of the Role

The Communications Manager will lead the charity's day-to-day communications activity, helping to raise awareness of our work, engage with our families, young people and supporters, and strengthen our positive reputation across the UK.

This is a varied, hands-on role responsible for planning, creating and delivering engaging communications across social media, email, newsletters and our website. The postholder will ensure that all communications are accurate, accessible, engaging and aligned with EOS' values and brand.

About you

We are looking for someone who has experience in delivering engaging communications across different platforms and can plan, deliver and create content, while also thinking strategically to increase EOS' reach.

We are seeking a person who is proactive, can be a problem solver when needed, and who feels motivated by the opportunity to improve the lives of children and young people with eczema.

The role involves working with colleagues in both our Services team, Fundraising team and Senior Management team and it is important that you can bring a friendly approach alongside experience and knowledge about best practice in communications.

About Eczema Outreach Support

Living with eczema can be a painful and lonely existence with devastating consequences- but it doesn't have to be.

In our UK-wide community the true impact of eczema is both seen and heard. We address the physical challenges and emotional struggles, investing in the well-being of everyone affected.

We support and connect those navigating young lives with eczema, from birth to 25, through times of crisis and beyond.

Our personalised support, specialist education and useful resources are easy-to-access and completely free - because one child's future lost to eczema is one too many

Our values

We are compassionate: Grounded in the experience of families, we stay open-minded and curious to deeply understand others and act with kindness and respect.

We are brave: We push boundaries, championing our cause against misinformation and misunderstanding with heartfelt courage born from experience.

We are united: We pull together as a team, offering a warm welcome and a safe space. More than the sum of our parts, we proudly foster our collective strength.

What we offer

We are a small team that makes a big impact. We know that achieving great things starts with supporting the people who make them happen, so we place a strong emphasis on creating a positive, flexible and supportive working environment.

The wellbeing of our team is a priority. We believe everyone benefits from having time to rest and recharge, which is why, in addition to 28 days of annual leave, we close between 25 December and 2 January each year so that all staff can enjoy a proper break.

We also offer flexible working to help people balance work with the other commitments and priorities in their lives.

Our core working hours are 10.00am–4.00pm, Monday to Friday. We ask all staff to work at least 60% of their contracted hours within these core hours, including some time on Mondays. The remainder of your hours can be arranged more flexibly to suit your needs and responsibilities.

We understand that circumstances can change throughout the year, so staff can also request temporary adjustments to their working pattern for up to six weeks at a time, for example during school holidays.

We are committed to building a team that reflects the society we work with and to fostering a culture of equity, diversity and inclusion. We particularly welcome applications from people who are currently under-represented within our organisation, including people with a disability and people from Black, Asian and other minority ethnic backgrounds.

If you would like to chat to an existing member of staff about what it is like working for EOS please email info@eos.org.uk and someone from the team will be in touch.

Job Specification

Hours	21-28 hours per week – we can discuss what works best for you.
Line Manager	Chief Operating Officer
Salary	£34,000 pa pro-rata
Location	We have an office in Linlithgow, West Lothian, but most staff work primarily from home. You will be expected to come to the EOS office at least 3-4 times per year to attend staff meetings.
Pension	Employer's contribution: 4%, employee's contribution: 4%

About the role

The communications manager will lead on all communications activities across EOS. Working closely with colleagues across EOS, the Communications Manager will identify and share compelling stories, promote services and campaigns, and use data and insight to continually improve performance.

There is currently no line management involved in the role, but the plan is to expand the comms team when funding allows. An ongoing contract with a graphic designer is being set up.

EOS is currently active on Facebook (including a closed group), Instagram, LinkedIn and TikTok. Most content is created using the Adobe suite.

Newsletters go out monthly alongside targeted events promotions. A monthly blog is also promoted.

We run 3-4 fundraising campaigns per year, which also includes communications by email. We also support external campaigns about awareness, research and studies.

EOS is in the early stages of developing a new website. It is expected to be ready in the first half of 2027.

Key Responsibilities

Communications Planning

- Develop and deliver an annual communications plan aligned with organisational priorities.
- Manage and deliver the communications calendar across all channels.
- Ensure all communications are in line with the EOS brand, tone of voice and visual identity.
- Identify opportunities to increase awareness, engagement and reach.
- Input into strategic decisions relating to communications

Social Media

- Lead all aspects of EOS's social media activity.
- Plan, create, schedule and publish content across relevant social media platforms. This will also include videos and video editing.
- Produce content that is accessible, inclusive and reflects the experiences of children, young people and families

- Monitor performance and produce regular reports with recommendations for improvement.

Campaigns

- In co-operation with the Fundraising Lead develop 3-4 campaigns per year that supports income generation, awareness of eczema and of EOS
- Work collaboratively with the Services Team to promote activities and achievements.
- Gather stories and case studies from families, volunteers and staff, ensuring appropriate consent procedures are followed.
- Work with contacts to promote external awareness opportunities and studies

Website

- Oversee EOS' current website, ensuring content is accurate and up to date.
- Support the process of developing a new website
- Once the new website is launched taking responsibility for the website on a day-to-day basis, including monitoring the website's performance.
- Oversee development of social proof and a possible google ads grant
- Liaise with external developers or suppliers when required.

Email Marketing and Publications

- Produce our monthly newsletters and over time develop content for segmented audiences.
- Monitor campaign performance including open rates, click-through rates and conversions.
- Support the production of publications, reports and promotional materials.

Working Across the Organisation

- Build positive relationships with colleagues across all teams.
- Support and input into fundraising campaigns
- Provide communications advice and support to colleagues.
- Work effectively with external partners, suppliers and media where appropriate.

General

- Ensure all communications comply with UK data protection laws and regulations, safeguarding requirements and accessibility standards.
- Contribute to the organisation's approach of Equity, Diversity and Inclusion to fulfil EOS's goal of being a safe place of support for every child and young person with eczema and their families
- Undertake other duties appropriate to the role.

Person specification

Personal qualities	Essential	Desirable
Approachable, personable and with the ability to build effective working relationships across teams.	x	
Creative, proactive and with a passion for improving lives of young people living with a health condition	x	
Committed to equality, diversity and inclusion	x	
Ability to be calm under pressure	x	
Experience		
Experience in a communications, marketing or digital communications role.	x	
Experience managing organisational social media accounts	x	
Experience creating engaging content for a range of digital platforms and different audiences	x	
Experience managing and updating websites	x	
Experience using analytics tools to evaluate communications performance and inform future activity.	x	
Experience of video editing	x	
Experience working within the charity or voluntary sector		x
Knowledge and Skills		
Excellent written and verbal communication skills.	x	
Good understanding of social media platforms, trends and best practice.	x	
Strong content creation skills, including writing for different audiences.	x	
Understanding of safeguarding principles when sharing stories involving children and young people.	x	
Knowledge of Mailchimp or other email marketing platforms		x
Knowledge of Adobe software	x	
Knowledge of Beacon CRM or other CRM system		x
Knowledge of Microsoft packages, including Teams	x	
Knowledge of eczema and its impact on daily life		x
Knowledge of accessibility standards for digital communications	x	

For an informal chat about the role please contact Dorte Al-Gailani, COO on Dorte@eos.org.uk

How to apply

What you should send - There is no application form. Please provide:

1. A CV, explaining what your experience is and a covering letter. We are also interested in life experience when it is relevant to the post, such as hobbies and roles you do on a voluntary basis.
2. The names and contact details of two people who will give you a reference. If possible, these should be people who know you in a work or volunteering capacity. We will not contact anyone for a reference until after the interview stage.
3. Please let us know if there are any reasonable adjustments we can make to allow you to attend a potential interview.
4. To assist us with monitoring our recruitment processes, it would be helpful if you can complete our [equal opportunities form](#) (you can also access the form on the EOS [website](#) under about us/work for us/vacancies). You should submit this form directly on the platform, not by email. It will not be connected to your application in any way.

Where to send your application

The closing date for applications is **Tuesday 25 August 2026**

Please send it to: recruitment@eos.org.uk

Interviews will be held Wednesday 9 September at the EOS offices in Linlithgow. An online interview can be considered if requested.