



**Salary:** £28,000 to £30,000 per year, prorated

**Location:** Remote

**Hours:** 24 Hours. Three days a week 9-5 (flexible working)

**Deadline:** 11th May 2022

This role is for a part-time, self-employed freelancer to work flexibly and remotely.

We are concurrently also looking for a [Public Affairs Officer](#), if you believe you would be suitable to fill both roles, we would be willing to consider full time employment. Please indicate your preference in the job application.

## **Job description**

We need a dynamic individual to join our small and collaborative team to increase the growing public profile of our campaign, motivate our members and help us fundraise.

We are looking for someone who shares our passion for human rights and making a difference. The successful candidate will understand how to create and implement a digital communications strategy that maximises our reach and potential. We are looking for someone with a good understanding of social media and email marketing.

The right candidate will have a proven track record of success in social media management, strong communication skills, and will be able to work autonomously. You will be responsible for our newsletter and our email fundraising.

My Death, My Decision is fully committed to equality of opportunity and diversity to ensure that we reflect the full breadth of people we campaign to support. We recognise the positive value of diversity, inclusion and a sense of belonging and therefore encourage applications from all backgrounds and communities.

While we are incredibly proud of our gender balance across our staff and board, we recognise that our workplace does not currently reflect a diverse range of life-experiences and perspectives. People from Black communities, people from minority ethnic communities and people who have a disability are under-represented in our team. We would therefore particularly welcome applications from these groups and anyone who brings talent and relevant experience in ways that we may not have considered. We are also committed to having representation from a breadth of political and religious perspectives.



**Key Responsibilities:**

- Manage My Death, My Decision's Facebook, Youtube and Twitter.
- Produce and schedule written, graphic, and video material to ensure a consistent stream of content.
- Produce and implement a communications strategy that helps the organisation reach our goals
- Respond to messages, questions, and feedback in a timely and supportive manner.
- Produce our monthly e-newsletter, send regular mass-emails that motivate our members and supporters.
- Write and send fundraising emails that maximise donations.
- Run social media advertising campaigns.
- Contribute to our print media campaigns.

**Person Specification - Essential:**

- Excellent written communication skills and attention to detail.
- Knowledge of the social media landscape.
- Knowledge and understanding of email marketing techniques and best practice.
- Ability to interpret data, spot trends, and apply insights.
- Ability to work collaboratively and independently.
- Flexibility to work remotely.
- A strong commitment to My Death, My Decision's values and ethos.

**Person Specification - Desirable:**

- Experience in graphic design and digital content production.
- Experience running Facebook Ads.
- Knowledge and understanding of fundraising in the not-for-profit sector and best practice.

**Benefits**

As we are a small team, you'll be able to work with a level of autonomy and freedom that isn't always available at other organisations. We will always listen to your views and opinions and MDMD has never shied away from trying new ways of working.

You will be at the forefront of historical change in the UK and you'll spend every working hour trying to make the lives of thousands of people better. In addition to this, we are offering a flexible working policy and ample training opportunities.

**Application Instructions**

Shortlisted applicants will be invited to undertake a short pre-interview exercise, and interviews will be held by video conference. For this reason, we may start to



interview suitable candidates before the closing date.

If you think you may require reasonable adjustments in order to apply for this position please indicate so on your application.

If you have any questions about the role, or would like to organise a preliminary chat, please email Nathan Stilwell at [nathan.stilwell@mydeath-mydecision.org.uk](mailto:nathan.stilwell@mydeath-mydecision.org.uk)

### **More about My Death, My Decision Limited**

My Death, My Decision is a grassroots movement for assisted dying reform. We want a compassionate law on assisted dying that permits a medically assisted death to adults of sound mind who are terminally ill or intolerably suffering. We believe reform is necessary to reduce the suffering of individuals who are close to death, and, just as importantly, to give choice to those with incurable conditions who face years of constant pain or suffering that they find unbearable.