

Digital Content and Communications Officer

JOB DESCRIPTION

KEY DETAILS

Job Title:	Digital Content and Communications Officer
Location:	Beacon, 66 Devonshire Road, Cambridge, CB1 2BL; hybrid working options available, with 50% office-based working required
Responsible to:	Digital Resources Manager
Term:	Full-time, permanent role
Hours:	37.5 hours per week, Monday - Friday.
Salary:	£26,000 to £27,500 per annum
Starting date:	March - April 2026

ABOUT BEACON

Beacon (formerly known as Findacure) is a UK-based charity that is building a united rare disease community with patient support groups at its heart.

Our vision: a world in which no one faces their rare journey alone.

Rare diseases affect around 3.5 million people in the UK (that's 1 in 17) and impact more people globally than cancer and AIDS combined. Misdiagnosis, delayed treatment, inadequate care coordination, and lack of support are common challenges faced by rare disease patients. Living with such conditions - frequently chronic, life-limiting and life-threatening - can be profoundly isolating, affecting not only patients but also their families and caregivers.

Patient groups play a pivotal role in breaking this isolation. They offer an invaluable service to their community, supporting them in their darkest hours and advocating for better research, treatment, and care. However, establishing and managing a patient group can be an overwhelming experience, with most voluntarily led by those directly affected by a rare disease.

Beacon tackles this challenge head-on. Through a variety of activities - including patient group training, community projects and research initiatives - we equip patient groups with the tools, confidence, and connections needed to deliver change for the world's often neglected rare disease patients.

OVERVIEW OF THE ROLE

Beacon is seeking a creative, organised, and digitally savvy Digital Content and Communications Officer, whose role will focus on two main areas: delivering day-to-day communications and supporting digital projects.

At the heart of this role is driving engagement with Beacon's events and projects, strengthening our community connections, and communicating our impact clearly and effectively. You will coordinate content across multiple channels - including social media, email, newsletters, and the Beacon website - and monitor the effectiveness of these communications. This includes writing copy, creating graphics and video content, scheduling and publishing materials, and engaging with the rare disease community on behalf of Beacon. You will also drive promotional and outreach activity, helping connect with patient groups, partners, and wider networks to amplify Beacon's work.

You will support The Resources Hub (our e-learning platform) by assisting with uploading, formatting, publishing, and updating content. As you grow in the role and depending on your skills and capacity, there may be opportunities to contribute to content development, coordinate volunteers and external partners, or assist with other digital projects, such as podcast production, video series, or multimedia content.

While the focus and direction of your work will stem from ongoing events, projects, and organisational priorities, you will have the opportunity to take ownership of your work and play a key role in driving communications forward. You will collaborate closely with the Digital Resources Manager, COO, and wider Beacon team to gather information, shape messaging, and ensure content is accurate, timely, and aligned with organisational goals.

Working at Beacon

Beacon is a small, close-knit team of 10 people. We are friendly, supportive, and highly collaborative, and we value working closely together. At the same time, in a small organisation, everyone is expected to take responsibility for their work, demonstrate initiative, and confidently manage their day-to-day tasks.

This role is ideal for someone who enjoys working independently, is proactive in keeping work moving, and takes pride in following tasks through to completion, whilst collaborating effectively with colleagues and knowing when to seek input or support.

Training and support will be provided across all of Beacon's platforms and software, making this an excellent opportunity for someone seeking a junior or early-stage role in digital content in the charity sector.

MAIN DUTIES AND RESPONSIBILITIES

- 6 Gather information, insights, and key messages from colleagues across the organisation to guide content priorities for communications.
- 6 Draft and schedule social media posts across Beacon's channels (Instagram, LinkedIn, Facebook) using Hootsuite, ensuring a consistent flow of content.
- 6 Engage with the rare disease community on social media, responding to comments, shares, and messages in Beacon's voice, and actively interacting with posts from patient groups, partners, and other relevant organisations.
- 6 Facilitate the bi-weekly newsletters on Mailchimp and LinkedIn, including drafting copy, formatting content, and scheduling.
- 6 Liaise with colleagues across the organisation and, where necessary, coordinate input from team members to ensure communications tasks are delivered effectively.
- 6 Support website updates in WordPress and Divi, including uploading news posts, blogs, homepage banners, and other routine page updates, as well as drafting copy as needed.
- 6 Assist with maintaining The Resources Hub by uploading, formatting, publishing, and updating content.
- 6 Create graphics and simple videos using Photoshop/Premier Elements and Canva, using templates initially and gradually developing skills to produce original content, ensuring all visual material aligns with Beacon's branding guidelines.
- 6 Support promotional and outreach activities, connecting with patient groups, partners, and wider networks to amplify Beacon's work.
- 6 Monitor the impact of communications on engagement with Beacon's activities.
- 6 Capture content and provide live updates at key events, including social posts, photos, testimonials, and short videos to engage the community in real time.
- 6 Assist with the preparation of materials in the lead-up to major events and support on-the-day event delivery alongside other team members.
- 6 Provide ad hoc support to projects as required, in line with capacity.
- 6 Attend and represent Beacon at external events.

PERSON SPECIFICATION

This is a junior or early-stage role in digital content and communications, offering the opportunity to gain hands-on experience across multiple channels in a small, supportive team. We're looking for someone enthusiastic, proactive, and eager to develop their skills whilst making a real difference at Beacon.

Essential

- 6 Strong written communication skills, with an excellent understanding of the English language, and a keen eye for clear, engaging copy.

- Highly organised, with the ability to manage multiple priorities, timelines, and deadlines.
- Proactive and self-motivated, with the initiative to keep work moving and see tasks through to completion.
- Eager and enthusiastic to learn new software, systems, and digital tools, and willing to develop skills in innovative digital content creation.
- Strong attention to detail and pride in producing high-quality work, with a focus on accuracy, consistency, and fine design elements.
- Adaptable, with the ability to stay focused, resourceful, and effective in a dynamic environment.
- Proficient in internal communication, able to work collaboratively with colleagues and peers.
- Ability to reflect on work, identify opportunities for improvement and enhance processes and outcomes.
- Positive attitude and commitment to contributing to a small team environment where every individual makes a real difference.
- Collaborative and open, engaging in constructive feedback to drive personal and team development.
- A commitment to Beacon's mission and desire to represent the charity with professionalism and integrity.

Desirable

- Experience in digital content creation (copywriting, graphics, or video production) through work, volunteering, or student societies.
- Experience posting or engaging on social media or drafting written content for different audiences.
- Familiarity with charity or not-for-profit environments.
- An understanding of rare diseases, medical science, health charities, or small-organisation dynamics.

FLEXIBLE WORKING

We offer flexible working practices to support a healthy balance between personal and professional life, including hybrid working and flexible hours. Our hybrid working policy requires staff to be office-based for at least 50% of their working time.

Given the high level of cross-team collaboration involved in the Digital Content and Communications Officer role, regular in-person working is particularly important. Following an initial in-person onboarding period, our preference is for this role to be based in the office for at least three days per week on average, to support effective communication and smooth day-to-day working.

BENEFITS



25 days holiday, plus bank holidays and Christmas to New Year closure



5% pension contribution



Flexible working practices, including hybrid working and flexitime



Access to free mental health support, counselling and 24/7 telephone GP for you and your household



Shopping savings at major retailers and supermarkets



Time off in lieu to support appropriate work/life balance



A close-knit and friendly small team environment



Valuable experience working in the charity and health sector



Discounted gym membership



Training budgets to support personal and professional development



Frequent opportunities to meet with beneficiaries



Opportunities to expand your network through attending events in the UK and abroad

APPLICATION PROCESS

Please email an up-to-date CV and cover letter addressed to Mary Rose Roberts (Chief Operating Officer) at recruitment@rarebeacon.org by **9am, Monday 16th February 2026**. Your cover letter should outline your interest in the role, as well as any relevant skills and experience. We welcome any applicants with a design portfolio to submit this along with their application, though this is not a requirement of the recruitment process.

Please ensure your email subject line is written in the following format: Your Name – Job Title Application, e.g. Rylan Clarke – Digital Content and Communications Officer.

Generic applications or those without a cover letter will not be considered. If you wish to apply via an alternative method or format, please get in touch via the recruitment email above. Shortlisted candidates will initially be contacted for a phone interview, with final interviews anticipated to take place in mid-late February at our Cambridge office.

If you have any questions or would like an informal discussion about the role, please contact us at the email listed above. **Please note that all applicants must have the right**

to work in the UK. We regret that we are unable to sponsor UK visa applications under any circumstances.

A note on AI in applications

Beacon does not use AI or automated tools in our recruitment process. All applications are reviewed by people.

While we recognise that AI tools are increasingly used to support job applications, we value cover letters written in the applicant's own voice. Thoughtful applications that reflect your personal experience and genuine interest in working at Beacon stand out to us.