



JOB PROFILE

JOB TITLE:	Digital Content Officer
SALARY:	£24,000 - £28,000
CONTRACT:	Permanent Full Time
LOCATION:	London (Office based with some home working)
REPORTING TO:	Digital Marketing Manager
DIRECT REPORTS:	No Direct Reports

Main purpose of position

The Digital Content Officer plays a key role in the central Marketing and Communications team at Children with Cancer UK. The role is responsible for planning and delivering content to raise awareness of Children with Cancer UK's lifesaving research programmes, welfare projects and highlight the need for support. They will create innovative content that engages with our supporters and builds brand awareness across new audiences. They also will contribute to the creation and implementation of a digital strategy.

Our Vision

Our vision is of a world where no child dies of cancer.

Since we were inaugurated in 1988, we have been dedicated to fighting the injustice of cancer in children. We raise and invest money for vital specialist research to save the life of every child with cancer and keep their family together.

By liberating visionary researchers and accelerating breakthroughs we have helped to drive childhood cancer survival rates up from 63.7% in 1990 to a predicted 84%* in 2017.

We also support families whose lives have been turned upside down by:

- helping to fund the building of free patient and family homes near hospitals around the UK;
- supporting charities offering financial assistance to families during treatment;
- giving children and families unforgettable days out – creating memories that can never be lost.

* Survival rates are based on 5 year survival. The 84% figure for 2017 is an estimated figure by the Office of National Statistics, exact figures will be known in 2023

Children with Cancer UK (the Charity) is the leading national children's charity dedicated to the fight against childhood cancer. Our aims are to determine the causes, find cures, improve treatments and provide care for children with cancer.

Key priorities and relationships

- To raise and maximise awareness of Children with Cancer UK's life-saving research programmes and welfare projects
- Plan and deliver digital content to communicate with key groups including supporters, stakeholders and staff

Duties and Key relationships

Content

- Plan and produce compelling content which makes a lasting impact in support of our fundraising and communications objectives
- Produce content in a range of innovative formats such as and not limited to infographics, stories, blogs, videos, graphics etc to help Children with Cancer UK to engage with online supporters and tell our story
- Produce and maintain a content calendar that supports Children with Cancer UK's activity
- Catalogue new content produced and ensure that it is used consistently by colleagues across the organisation
- Support offline events with on-line copy including for the website
- Ensure all content is produced in line with brand guidelines with a consistent message across all channels
- Work with a third party supplier to build and manage a portal for the Charity's online brand toolkit for use by colleagues, suppliers and supporters
- Manage the Charity's photo-library for use in publications and on the website, updating the charity Flickr and YouTube accounts accordingly.

Website

- Maintain and update www.childrenwithcancer.org.uk (and other sites as necessary) on a daily basis, to ensure timely delivery of a dynamic, accurate and engaging website
- Build and deliver strong, engaging and relevant digital content for our website that is optimised for conversion and search engine optimisation
- Work with colleagues to design and create new pages for the website when necessary, ensuring brand guidelines / site design guidelines are maintained.
- Work with our digital agencies to ensure we are driving traffic to our website through paid activities and SEO content

Key relationships

- Locate and work with key external stakeholders including partner organisations to promote the work of Children with Cancer UK
- Work with Children with Cancer UK Ambassadors to develop online content and increase the brand message across their own channels
- Increase the number of Children with Cancer UK Ambassadors who will create online content to build awareness of our activities
- Work closely with the Digital Marketing Communications Officer to plan content for digital campaigns

Other

- Contribute to the overall Communications function of Children with Cancer UK

- Carry out any other duties commensurate with the general level of responsibility of the post

Personal Specification

Criteria	Essential	Desirable	How assessed
Skills / Abilities	<ul style="list-style-type: none"> • Excellent written communications skills across a variety of formats • Excellent attention to detail, including the ability to proof-read and edit copy efficiently • Works well in a team and ability to build good cross team relationships and with external stakeholders • Ability to prioritise own workload and multi-task • Ability to work effectively on own initiative with minimal supervision 		Application and interview
Qualifications, training and education	<ul style="list-style-type: none"> • Educated to degree level or equivalent 		Application
Experience	<ul style="list-style-type: none"> • Excellent digital skills and an awareness of the platforms and channels used to deliver communications campaigns • Experience using content management systems (CMS) • Good understanding of PPC, Google grants and social media advertising • Experience of creating content for SEO • Experience of evaluating the success of campaigns using Google analytics and social media monitoring tools • Experience of using CMS systems and working on social media platforms • Photo and video editing experience • Experience using an email service provider 		Application and interview
Other requirements			

This job description outlines the current main responsibilities of the post. However the duties of the post may change and develop over time and this job description may, therefore be amended in consultation with the post holder. To gain the knowledge and experience required, the post holder will be expected to remain in their current position following a successful probationary period for between 6-9 months.

