



## JOB PROFILE

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

### **Main purpose of position**

The Digital Marketing Officer plays a key role in the central Communications team at Children with Cancer UK. The role is responsible for planning and delivering digital communications campaigns to raise awareness of Children with Cancer UK's lifesaving research programmes, welfare projects and highlight the need for support. The Digital Marketing Officer will create engaging and relevant digital content analysing its success according to performance indicators, and manage Children with Cancer UK's social media channels. They also will contribute to the creation and implementation of a digital strategy and demonstrate best practice digital skills across Children with Cancer UK.

### **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

- To provide engaging and on brand content to connect with Children with Cancer UK's digital audiences
- To grow Children with Cancer UK's digital audience

### **Duties and Key relationships**

#### **Social Media**

- Devise, implement and manage effective social media plans to communicate Children with Cancer UK's brand and engage with our supporters
- Manage and maintain Children with Cancer UK's main social media channels on a day-to-day basis
- Develop and grow Children with Cancer UK's presence and following on social media channels
- Create and deliver effective social media campaigns including through paid activities
- Monitor and analyse the success of social media activities using relevant platforms such as HootSuite, Tweetdeck, Sprout etc and produce monthly KPI's
- Increase the number of Children with Cancer UK Ambassadors who will create online content to build awareness of our activities

#### **Website**

- Maintain and update [www.childrenwithcancer.org.uk](http://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 and other platforms including and not limited to videos, imagery, stories, blogs etc
- Work with our digital agencies to ensure we are driving traffic to our website through paid activities and SEO content
- Work with colleagues to design and create new pages for the website when necessary, ensuring brand guidelines / site design guidelines are maintained.
- Work with platform agency and colleagues to enhance the functionality of the to improve the user-journey and manage technical aspects of the website

#### **Email**

- Maintain an e-newsletter calendar to plan and develop our e-newsletter programme.
- Build and send e-newsletters to drive traffic to the website
- Monitor, compile, analyse and distribute response rates to increase click through and recipient engagement
- Implement email marketing best practice for all email sends across Children with Cancer UK

#### **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
- Work closely with the Content Officer to plan and produce digital content
- Link closely with our patient families to tell their stories across our digital channels

## Personal Specification

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