



JOB PROFILE

JOB TITLE:	Digital Marketing Officer
SALARY:	£26,000-£30,000
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 Marketing Officer plays a key role in the central Communications and Marketing 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 manage the charity's social media channel and email marketing programme. They also will contribute to the creation and implementation of a digital strategy and demonstrate best practice digital skills across the organisation.

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 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 manage the charity's social media pages, with a focus on growing engagement year on year.
- 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

- Manage all organic social activity, and oversee paid activity, on all the charity's social media pages. Ensure all activity is in line with the social media strategy
- Devise, implement and manage effective social media plans to communicate Children with Cancer UK's work and engage with our supporters
- Develop and grow Children with Cancer UK's presence and following on all 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 Sprout Social, Facebook Insights and Twitter Analytics etc and produce monthly analytics

Email

- Develop and maintain an integrated e-newsletter programme. Work with teams across the organisation to ensure all activity is planned in advance
- Manage the monthly charity-wide e-newsletter – including collating and creating content
- Implement email marketing best practice for all emails sent across Children with Cancer UK

Website

- Support the Senior Website Coordinator to maintain and update the website on a regular basis.
- Support the Digital Marketing Manager in working with digital agencies to ensure we are driving traffic to our website through paid activities and SEO content including techniques to improve user experiences

Other

- 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">• Excellent written communications skills• 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		Application and interview

	<ul style="list-style-type: none"> • Ability to work effectively on own initiative with minimal supervision 		
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 evaluating the success of campaigns using Google analytics and social media monitoring tools • Experience using an email service provider 		Application and interview

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.