

Children with Cancer UK Candidate Pack



Registered Charity Number: 298405 Company limited by guarantee, Number: 4960054

Job description

Job title: Digital Marketing Officer

Contract: 3-6 months FTC

Location: Hybrid – Minimum of 3 days a week working in the office (21-

27 Lamb's Conduit Street, London, WC1N 3NL) and 2 days

working from home

Reporting to: Marketing and Communications Manager

Direct reports: None

Salary range: Competitive salary

Role

The Digital Marketing Officer will support the charity's digital communications across social media, PPC, email, and website platforms. This role is pivotal in driving engagement, growing audiences, and amplifying the charity's impact through compelling content and strategic campaigns.

Children with Cancer UK

Our vision is a world where every child and young person survives their cancer diagnosis.

We are the leading childhood cancer charity in the UK, supporting families and childhood cancer research since 1988. Over the last 35 years, we've developed kinder treatments, improved public and scientific understanding of childhood cancer and raised over £300 million. Our mission is to improve survival rates and the quality of survival in young cancer patients and to find ways to prevent cancer in the future.

Key responsibilities

Paid and organic social media

- 1. Manage day-to-day organic activity across all social media platforms including Instagram, TikTok, Facebook, LinkedIn, X and YouTube, ensuring alignment with our strategy and brand.
- 2. Significantly grow our social media following and engagement through inspiring, shareable content.
- 3. Maintain a content calendar and collaborate with internal teams to amplify their work.
- 4. Monitor and report on performance using tools like Sprout Social, Facebook Insights, and Twitter Analytics, identifying trends and opportunities to improve.
- 5. Provide live social media coverage at key charity events, capturing real-time moments to engage audiences and celebrate impact.
- 6. Act as the charity's social media champion.
- 7. Oversee and produce creative for paid social campaigns in collaboration with our digital marketing agency and other teams across the charity.
- 8. Work and liaise with our external agencies to effectively deliver social media campaigns.

PPC

- 1. Work collaboratively with our external agency to effectively deliver advertising campaigns across PPC including search, display and paid social.
- 2. Regularly review our ads ensuring they stay relevant and up to date and refining where necessary.
- 3. Develop new ad copy to support brand and awareness campaigns.

Email

- 1. Lead the production of our monthly charity-wide e-newsletter including content planning, building, sending through Marketing Cloud, and reporting on performance.
- 2. Collaborate with teams across the charity to ensure the newsletter reflects our work, engages supporters, and demonstrates impact.

Website

- 1. Regularly update the Children with Cancer UK website with engaging copy.
- 2. Provide guidance to other teams on best practice for web content.
- 3. Support SEO activities to improve visibility and search rankings.
- 4. Report on website performance on a monthly basis and make suggestions for improvements.

Reporting

- 1. Write weekly reports highlighting key messaging for social media, website and newsletters.
- 2. Write monthly KPI reports analysing social media, website and newsletters
- 3. Support Marketing Manager in campaign specific report writing

Person Specification

	Essential	Desirable
Experience	 Familiarity with digital marketing channels Experience liaising with agencies Supporting campaign delivery across search, display, and social Experience with email platforms like Marketing Cloud. Experience using Wordpress CMS 	Experience or interest in live event coverage and real-time social media engagement.
Skills & Abilities	 Confident using platforms like Instagram, TikTok, Facebook, LinkedIn, X, and YouTube. Able to schedule posts, engage audiences Able to report on performance using tools like Sprout Social and Meta Insights, Google Analytics Strong writing skills for crafting engaging posts, email copy, and website updates. Able to build and send enewsletters, and report on engagement metrics Creating website content, understanding SEO basics, and using CMS platforms. 	Basic design skills e.g. Canva are desirable
Other attributes	 Organised and able to manage multiple tasks, deadlines and stakeholders. A strong team player who communicates well and contributes to a positive working culture 	

Please note: If you don't match all of our essential criteria, but have other relevant experiences and skills, please do apply. We would love to hear from you.

Other information

At Children with Cancer UK, we value diversity, and we are committed to creating an inclusive culture where everyone is able to be themselves and to reach their full potential. The statements are not intended to be construed as an exhaustive list of all duties, responsibilities and skills required for this position.

How to apply

To apply please email your CV and cover letter to htt@childrenwithcancer.org.uk and state the title of the role you are applying for in the subject line.

Deadline: 5th September