

Communications and Digital Media Officer



**Weston
Park**

Cancer Charity

Together at every step.

Working here

Communications and Digital Media Officer

Reporting to:	Marketing and Communications Manager
Responsible for:	N/A
Job location:	Agile working; working remotely with approximately 1 day a week at one of our facilities in Sheffield, including Weston Park Cancer Charity
Hours:	Full time 37.5 hours per week
Salary:	£22K
Contract length:	Permanent

What we do

For one in two of us, cancer will change everything.

When it does, so can we.

Weston Park Cancer Charity is here to face cancer with you. Our services, advice and support are for you and the people close to you, helping everyone to live with and beyond cancer. The funds we raise also support vital, pioneering research and clinical trials led by the exceptional medical experts at Weston Park Cancer Centre. It's our job to care in every sense for our patients and their families. Our help is free, and we're here for you, together every step.

Main purpose of post

- To raise Weston Park Cancer Charity online presence by generating engaging content and reaching more people
- To support all appeals and campaigns by identifying opportunities for using digital marketing
- To create engaging digital content
- To plan and implement the content schedule across social media, email, the website, and other digital platforms to ensure consistency
- To build and maintain relationships with people willing to share their stories about Weston Park Cancer Charity, through user generated content and case studies
- To schedule online advertising including Facebook advertising and google
- To provide out-of-hours support on a rota basis, escalating to senior team members as required

The job description is not an exhaustive list of all duties required of the postholder.

What you do

Digital

- Keep the website up-to-date; updating news, editorial and creative digital content including text, images and multimedia
- Prepare, update and maintain a schedule of social media campaigns
- Support offline events with online copy and live coverage
- Prepare and manage a schedule for distribution of e-newsletters and bulletins
- Use analytical tools to report on digital performance
- Monitor relevant online and social media news stories and produce regular round ups to inform media planning and share with staff
- Implement our online advertising including but not limited to; google ad words and Facebook advertising
- Contribute to our SEO efforts (keyword, image optimisation etc) for all online content
- Monitor online communications and conversations
- Produce digital content using Adobe Suite to edit and produce basic graphics

Communications

- Write and design content for digital channels including social media and the website
- Assist service users and fundraisers with the development of user generated content including blogs, vlogs, podcasts and films
- Help market and communicate services and fundraising activities in support of all active campaigns
- Plan and produce compelling content ensuring that it is in keeping with the brand style and tone of voice
- Support photography and video requests to create in house or externally sourced engaging content
- Provide administrative communication support including PowerPoint, and production of digital marketing materials

General

- Ensure databases are kept up to date
- Provide copywriting and editing support across all internal and external communications for all departments to maintain consistent tone, style and messaging
- Spot digital trends and be proactive in making recommendations for change
- To support the implementation of the Charity's brand strategy and act as a brand champion
- Comply with all Weston Park Cancer Charity's policies and procedures including confidentiality, privacy, and data protection
- Able to work some out of hours including attending events, attending some early/late meetings and monitoring social media
- Promote the guiding principles and objectives of Weston Park Cancer Charity

Who you are

Qualifications

- You are educated to a minimum of GCSE level (or equivalent)

Your experience and knowledge

- Experience of designing, developing and producing compelling multi-media content; for example, blogging, social networking, podcasts, presentations, film and animation
- You can edit and prepare images for online channels
- You can interpret website analytics
- Experience of using a CMS to create and update web pages
- A competent level of IT literacy
- Knowledge of social media channels, audiences and the type of content which supports growth and engagement
- Experience of implementing email marketing campaigns

Your skills

- Strong content creation skills including visual and written
- Creative and innovative thinker who can add value to a small team
- Ability to effectively take in complex information and present it in a succinct and accessible manner
- Organised, efficient and the ability to manage tight, shifting deadlines
- Exceptional attention to detail with high levels of accuracy

Your attributes

- Passionate about the cause and delivering impactful work
- Enthusiastic, pro-active, able to take initiative and work autonomously
- Positive, resilient attitude
- Effective team worker
- Approachable and sensitive in supporting people who wish to share their own experience
- Comfortable with remote working and with suitable homework set up to accommodate agile working
- Emotionally resilient to sensitive information
- Able to participate in some out of hours work
- Confident and clear communicator by phone, email or in person

You may also have (desirable)

- Degree level qualification on a relevant subject (e.g. marketing, communications, public relations) or equivalent experience
- Experience of following style and brand guidelines
- Experience of SEO
- Experience using design software such as Adobe Illustrator, InDesign, Photoshop and Premiere Pro
- Experience of working in the third sector
- Experience of using Google Analytics

Communications and Digital Media Officer job description

- An understanding of data protection and confidentiality

How to apply

Closing date:

25th November 2020 00:00

Application format:

Please send a CV and covering letter demonstrating that you have read the job description / person specification and how you meet the essential and (where relevant) desirable criteria for this role. This can include skills, training, membership of professional bodies and experience. The covering letter will form a key part of the recruitment process and you should demonstrate your suitability for the role in no more than two pages.

Weston Park Cancer Charity is committed to promoting equality of opportunity and values diversity of culture among our staff. All applications are anonymised as part of the selection process, so please do not forward any documents in PDF format.

Apply to:

HR@wpcancercharity.org.uk