

Marketing Officer



**Weston
Park**

Cancer Charity

Together at every step.

Working here

Marketing Officer

Reporting to:	Head of Marketing
Responsible for:	N/A
Job location:	Currently homebased with travel to Sheffield and the surrounding areas, including Weston Park Cancer Charity
Hours:	Full time 37.5 hours per week
Salary:	£21K
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

- Deliver agreed marketing and communications activities that contribute to reaching our strategic goals, driving high profile, ambitious campaigns to reach priority audiences.
- Write materials and create content for a range of offline and online channels, ensuring these reflect Weston Park Cancer Charity's Guiding Principles and tone of voice.
- To build and maintain relationships with people willing to share their stories about Weston Park Cancer Charity, to be used as case studies to promote our work.
- To create inspiring multi-channel content; taking complex issues and translating them for different audiences to develop impactful campaigns
- To raise the profile of Weston Park Cancer Charity by generating regular, high profile coverage; conveying the impact and breadth of our work.

What you do

Digital

- Keep the website up-to-date; updating news, editorial and creative digital content including text, images and multimedia.
- Support in managing social media sites; gathering and preparing relevant content for publication.
- Monitor online communications and engage with audience conversations, when appropriate.
- Support photography and video requests to create in house or externally sourced engaging content.
- Assist service users and fundraisers with the development of user generated content including blogs, vlogs, podcasts and films
- Use analytical tools to report on digital performance for web, email and social media.
- Support our online advertising including but not limited to; google ad words and Facebook advertising.

Communications

- Maintain a database of photos and case studies to promote our work.
- Prepare marketing briefs and liaise with external design agencies.
- Support the delivery of high quality events and campaigns.
- Source, design and print branded materials as required.
- Work with the Head of Marketing to schedule offline advertising.
- Write, edit and proof copy for campaigns, marketing materials, social media etc.
- Ensure marketing collateral is kept up to date including print distribution.
- Liaise with suppliers to source quotes and place orders.
- In collaboration with colleagues, build and maintain a database of key statistics and key messages for use in communications.
- Provide administrative communication support including PowerPoint, and production of digital marketing materials.
- Facilitate and deliver testimonials and images of clients and grant-holders who have benefitted from projects funded by the Charity.
- Monitor media stories, press cuttings and report accordingly.
- Monitor relevant news stories and produce regular round ups to inform media planning and share with staff.

General

- Ensure databases are kept up to date.
- Provide copywriting and editing support across all internal and external communications to maintain consistent tone, style and messaging.
- Undertake any other duties as the organisation may reasonably require.
- To support the implementation of the charity's brand strategy and act as a brand champion.
- Able to work some out of hours including attending events, attending some early/late meetings and monitoring social media.

Marketing Officer job description

- Comply with all Weston Park Cancer Charity's policies and procedures including confidentiality, privacy and data protection.
- Promote the Guiding Principles and objectives of Weston Park Cancer Charity.

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

Person specification

Methods of Assessment:

A = Application

C = Certificate

I = Interview

R = References

T = Test/Presentation

	Essential	Desirable	Assessment
QUALIFICATIONS			
Educated to a minimum of GCSE level or equivalent	X		A/C
Degree level qualification on a relevant subject (e.g. marketing, communications, public relations) or equivalent experience		X	A/C
KNOWLEDGE & EXPERIENCE			
Natural flair for storytelling and can write, edit and proofread copy for different communication channels	X		A/I/T
Experience of developing and delivering successful and creative communication strategies	X		A/I/T
Experience of producing high quality media and communications materials	X		A/I/T
Understanding of the media including drafting press released and identifying opportunities for the placement of stories.	X		A/I/T
Experience of following style and brand guidelines		X	A/I/T

Marketing Officer job description

Experience of working in a similar role either in-house or in an agency		X	A/I/T
Knowledge of the third sector		X	A/I/T
Experience using design software such as Adobe Illustrator, InDesign, Photoshop and Premiere Pro		X	A/I/T
Knowledge and experience of media / stakeholder relations		X	A/I/T
Experience of supporting case studies to share their personal stories and writing them up in an engaging way for a variety of different audiences		X	A/I/T
Experience of implementing campaign plans against set KPIs		X	A/I/T
A competent level of IT literacy with the ability to embrace new technology and type at 40+ wpm	X		A/I/T
SKILLS			
Flexibility in an ever changing environment	X		A/I/T
Excellent copywriting skills with superb attention to detail; including strong proofreading skills	X		A/I/T
Able to communicate effectively with a wide range of individuals	X		A/I/T
Creative and innovative thinker who can add value to a small team	X		A/I/T
Ability to translate complex situations and communicate this to a lay audience	X		A/I/T
Organised, efficient and the ability to manage tight, shifting deadlines	X		A/I/T
A competent driver with a clean driving licence		X	C
PERSONAL ATTRIBUTES			
Enthusiastic, pro-active, able to take initiative and work autonomously	X		A/I/T
Positive, resilient attitude	X		A/I/T
Effective team worker	X		A/I/T
Passionate about the cause and delivering impactful work	X		A/I/T

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Approachable and sensitive in supporting people who wish to share their own experience	X		A/I/T
Comfortable with remote working and with suitable homework set up to accommodate hybrid working	X		A/I/T
Emotionally resilient to sensitive information	X		A/I/T
Able to participate in some out of hours work	X		A/I/T
Confident and clear communicator by phone, email or in person	X		A/I/T

How to apply

Closing date: Monday 26th July 2021 09:00

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