THE ROYAL MARSDEN CANCER CHARITY

Job description

Digital Producer



# Job title: Charity Digital Producer

# Salary: Competitive

# Hours of work: 37.5 per week (part-time hours would also be considered)

# Directorate: Marketing and Communications

# Accountable to: Senior Digital Manager

# Responsible to: Head of Digital

# Location: Chelsea with travel to Sutton as required

**Liaises with**

* In-house teams, Marketing, PR and Communications, IT, Heads of Fundraising and the wider Charity team
* Hospital staff and fundraisers
* Project steering groups
* Associated third parties, freelancers, agencies and digital consultants.

1. Job Purpose

The Royal Marsden Cancer Charity raises money solely to support The Royal Marsden, a world-leading cancer centre. We ensure our nurses, doctors and research teams can provide the very best care and develop life-saving treatments, which are used across the UK and around the world.

From funding state-of-the-art equipment and ground-breaking research, to creating the very best patient environments, we will never stop looking for ways to improve the lives of people affected by cancer.

The Royal Marsden Cancer Charity has a three-year strategy that aims to significantly grow our income. Along with funding an existing world-class programme of research, treatment and care, we have also launched a new £70 million capital appeal to build the Oak Cancer Centre. Due to open in 2022 at The Royal Marsden in Sutton, the centre will bring together some of the world’s best minds to improve the lives of cancer patients and allow the teams to treat more patients in comfortable, modern facilities.

We are looking for a Digital Producer to join our digital team in order to support the organisation’s growing digital ambitions. The digital team is expanding to meet the organisations desire to create a digital first approach. This new role will help shape future campaigns and build internal knowledge and expertise to make the most of new technology. This post holder will manage and implement digital projects in line with Charity priorities, work with our digital agency, Zoocha, to continually improve supporter experience and build technical solutions for the organisation. They will be able to develop strong colleague and stakeholder relationships working collaboratively to meet critical deadlines.

This role sits in the Marketing and Communications department, within the Digital team. It is a dedicated Charity role, working alongside the other members of the Charity’s digital team.

1. Key areas of responsibility

2.1 Plan and create high quality, innovative and creative digital content for the Charity website, to support the SEO of the site.

2.2 Oversee planning and content/product development across our digital channels

2.3 Work with key stakeholders to ensure content for the website is timely, relevant and optimised in line with our priorities and campaigns

2.4 Optimise content and user journeys, using insights from data analysis and user testing to ensure it is driving maximum income and delivering a great supporter experience

2.5 Manage relationships with key suppliers, including our digital development agency and digital media agencies.

2.6 Overseeing our product development with our digital development agency, including supporting on-going bug fixing and supporting the management of development sprints.

2.7 Provide digital expertise and advice on key fundraising campaigns to support colleagues across the Charity.

2.8 Project management of user-centric content and campaigns for key fundraising activities throughout the year.

2.9 Line management of the Digital Officer, including managing goal setting and appraisals.

2.10 Leading the on-going management of PPC campaigns for the Charity liaising with the media agency to review campaigns and make improvements.

2.11 Carry out analysis and report back to stakeholder teams about key campaigns, as well as monitoring the results for the website.

2.12 Work closely with the fundraising teams to improve key areas on the website with regards to content and user journey. Work with the wider digital team to prioritise these areas of work.

2.13 Prioritise work coming through to the digital team and support with stakeholder management to ensure that projects are delivered within timescales agreed.

1. Confidentiality and Data Protection

3.1 All employees of The Royal Marsden Cancer Charity must not, without prior permission, disclose any information regarding patients or staff (please also see the Charity’s policy on Whistleblowing). In instances where it is known that a member of staff has communicated information to unauthorised persons, those staff will be liable to dismissal.

3.2 All employees should comply with the Data Protection Act and the General Data Protection Regulation (GDPR) which comes in to effect from May 2018 and sets out requirements for how organisations will need to handle personal data.

**4. Health and Safety**

4.1 All staff are required to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law whilst following recognised codes of practice and the charities policies on health and safety.

**5. Customer Service Excellence**

5.1 All staff are required to support the Charity’s commitment to developing and delivering excellent customer-focused service by treating patients, their families, donors, supporters, volunteers and staff with professionalism, respect and dignity.

**6. Equality and Diversity Policy**

6.1 The Royal Marsden Cancer Charity is committed to eliminating all forms of discrimination on the grounds of age, disability, gender reassignment, marriage / civil partnership, pregnancy / maternity, race, religion or belief, sex and sexual orientation.

**7. No Smoking Policy**

7.1 There is a no smoking policy at The Royal Marsden Cancer Charity.

**8. Review of this Job description**

8.1 This job description is intended as an outline of the general areas of activity. It will be amended in the light of the changing needs of the organisation.

**9. Employee Specification**

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| **Candidates must be able to demonstrate** | **Essential or Desirable** | **Assessed by** |
| **Skills, Knowledge and Experience** |  |  |
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| Experience of working on CMS systems ., (knowledge of Drupal 8 systems would be an advantage). | Essential | Application form |
| Experienceof PPC advertising | Essential | Application form/ interview |
| Project management experience, including stakeholder management and working with external agencies. | Essential | Application form |
| Knowledge of UX and digital user journeys | Essential | Application form |
| Experience of line management | Essential | Application form |
| Experience of creating content for websites, including a strong understanding of SEO principles | Essential | Application form |
| Interest in digital technologies and innovation within the charity sector | Essential | Interview |
| Excellent communications skills, particularly within stakeholder management | Essential | Application form |
| Understanding of website reporting systems e.g Google Analytics | Essential | Application form |
| Experience of the charity sector | Essential | Application form |
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The above attributes have been identified by management to be necessary for this post, and will be used when short listing applicants for interview.