THE ROYAL MARSDEN CANCER CHARITY

Job description

Digital Officer



# Job title

# Digital Officer

# Salary range

# £28,000 – £32,000

# Hours of work

# 37.5 hours per week

# Directorate

# Marketing and Communications

# Accountable to

**Head of Digital**

# Responsible to

**Digital Manager (Charity)**

# Location

# Based at Chelsea (travel to Sutton as required)

# Liaises with

In-house Marketing, PR and Communications, Heads of Fundraising and the wider fundraising team, project steering groups. Associated third parties, freelancers, agencies and digital consultants.

1. Digital Officer

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.

We are looking for a highly motivated Digital Officer to work closely with the Charity Digital Manager and Social Media Manager to maintain and continuously improve the charity’s presence across a diverse digital estate.

The successful applicant will be a motivated self-starter with experience of managing and delivering digital content within a complex organisation. You will have strong writing and editorial skills, and experience of tailoring content to different audiences across various channels. Collaboration and stakeholder relationship management is also key, as is managing competing priorities. This role provides an exciting opportunity to shape and improve the charity’s digital approach and the ability for the right candidate to grow and develop their skills and experience.

**Key skills**

**Essential**

* 1. Computer literacy and good keyboard skills
  2. Excellent copy-editing and proofreading skills
  3. An eye for detail, a methodical, thorough approach to work and an excellent understanding of the English language.
  4. Ability to research subjects using a variety of sources.
  5. Ability to communicate and build good working relationships with stakeholders, colleagues and users.
  6. Ability to manage multiple projects concurrently in a fast-paced, deadline-driven environment
  7. Experienceusing data tools, such as Google Analytics, and expertise in analysing data to gain insight and make recommendations.

Desirable

* 1. Ability to prepare images and graphics for the web
  2. Knowledge of UX and digital user journeys best practice
  3. Expert knowledge of best practice and conventions in digital communications techniques.
  4. Experience of managing online content schedules.
  5. Ability to manage Google AdWords
  6. Knowledge of digital marketing techniques

**Other Skills**

* 1. A desire to continue learning about digital within the charity context
  2. Able to travel to our Sutton hospital when necessary, and to be flexible to meet the needs of the role
  3. A passion for digital communications and marketing.

1. Key areas of responsibility

2.1 **Day-to-day management of** [**www.royalmarsden.org**](http://www.royalmarsden.org)**,** working within the CMS to create landing pages and develop user journeys.

* Managing day to day updates and bug fixes within the site.
* Specifically responsible for the ongoing management of the blog platform,

2.2 **Content creation**:

* Ongoing refreshment and auditing of the website content
* creating new pages for fundraising campaigns and appeals.
* Managing the blog section on the website including –
  + co-ordinating the publishing schedule,
  + Researching, sourcing content, writing and commissioning blog posts,
  + optimising content for action and SEO
  + Reviewing visitor stats and behaviour to make improvements
* Working closely with colleagues in our communications team and fundraising to deliver content to support key charity objectives

2**.**3 **Content performance analysis**:

* Regularly reviewing campaigns and content, producing reports on performance
* Using data tools, such as Google Analytics, and expertise in analysing data to gain insight and make recommendations.
* Regularly reviewing campaigns and content performance, producing reports on performance and making recommendations for improvement.

2.4 **Growing the reach of our campaigns**:

* Using digital techniques and tools to ensure we maximise the exposure and impact of our content.
* Using SEO principles and working with colleagues across marketing and communications to maximise the use of online content to support the charity aims and campaigns.

2.5 **Effective communication**:

* Communicating with stakeholders and colleagues of all levels, working collaboratively to deliver campaigns on time and effectively.
* Managing relationships both with key internal stakeholders and external agencies.
* Using SEO principles and working with colleagues across marketing and communications to maximise the use of online content to support the charity aims and campaigns.
  1. **Embedding digital best practices**:
* Leading on the Fundraising Events section on the website, managing ongoing development to improve the user journeys and develop new functionality
* Supporting colleagues within the charity to deliver the best digital experience across key campaigns by providing advice on latest best practice
* Supporting the Digital Capability work across the organisation, which aims to increase the knowledge and skill level in digital for the Charity as a whole.

2.7 **Project management:**

* The ability to manage multiple projects and competing priorities, including excellent time management.
* Use collaborative tools such as Trello to communicate with stakeholders and colleagues about ongoing work and manage deadlines.

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 into 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** |
| **Experience** |  |  |
| Educated to degree level, or equivalent | Essential | Application form |
| Professional qualifications or training in digital publishing, editing, copywriting, design and any related software or technology | Desirable | Application form |
| Significant professional content creation experience (writing, copy-editing, proofreading) | Essential | Application form/Interview |
| Significant professional digital publishing experience (using content-management systems) | Essential | Application form/Interview |
| Experience of working in a large, high-profile, complex organisation | Desirable | Application form/Interview |
| Editorial experience within a charity, the NHS, a health/science organisation | Desirable | Application form/Interview |
| Experience of working closely with external agencies across a range of digital functions | Desirable | Application form/Interview |
| Developing content for websites including editorial blog and campaign landing pages | Essential | Application form/Interview |
| Working knowledge of Google analytics and SEO | Essential | Application form/Interview |

The above attributes have been identified by management to be necessary for this post, and will be used when short listing applicants for interview.