



THE ROYAL MARSDEN CANCER CHARITY

Job description

Digital Officer

Job title	Digital Officer
Salary range	£28,000 - £32,000 per annum
Contract	Permanent, Fixed Term
Hours of work	37.5 per week
Directorate	Public Fundraising and Engagement
Accountable to	Head of Marketing and Digital
Responsible to	Digital Manager
Location	Hybrid. London, Chelsea (with travel to Sutton as required)
Liases with	Marketing and Digital colleagues, PR and Communications, Heads of Fundraising and wider fundraising teams. 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. With one in two people expected to receive a cancer diagnosis at some point in their lives, it is more vital than ever to ensure that The Royal Marsden can continue to be there for the growing number of cancer patients.

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 Marketing and Digital Team

We are a creative and supportive team, responsible for The Royal Marsden Cancer Charity websites, email, social, direct mail, paid advertising and more. This is an exciting time to join our growing Marketing and Digital team as we shape and improve the charity's digital approach and prepare to launch a new large-scale capital fundraising appeal.

In this role the successful candidate will be supported by the team to grow their skills and gain experience working across a broad range of digital channels, on appeals, events, and campaigns. The successful candidate will also be supported through continued learning and training opportunities.

The Digital Officer

We are looking for a highly motivated and organised Digital Officer with a background in digital marketing or content creation. The successful candidate will be a proactive worker and able to demonstrate strong communication and collaboration skills. They will have professional experience of writing, developing, and delivering digital content for web and social channels. Experience of working with a website Content Management Systems (CMS) such as Drupal, WordPress or similar is essential.

Supported by the Digital Manager, the Digital officer will work closely with colleagues across the broader organisation to keep our website up to date and deliver continual improvements to the existing content and functionality. They will use their creativity and strong copywriting skills to work with members of the PR and fundraising teams to develop engaging written content for our digital channels. The successful candidate will have demonstrable experience of tailoring content to a range of audiences.

This role would be a good fit for someone who is passionate about creating digital content and is a confident writer. The ideal candidate has a strong understanding of the digital landscape in the charity sector and beyond and is aware of upcoming digital trends, technologies, and best practice.

Key skills and Experience

Essential

1. Experience in writing for the web or digital channels. Excellent copywriting, editorial and proofreading skills, and an ability to distil complex information into clear and accessible content tailored to a variety of audiences.
2. Professional experience of developing and publishing engaging digital content using CMS (Content Management Systems) such as Drupal, WordPress or similar and ability to quickly pick up new digital tools and software.
3. Experience of optimising website content, copy and graphics for web with consideration for SEO and digital best practice. Knowledge of UX is desirable but not essential.
4. Experience using data tools, such as Google Analytics, Data studio or Adobe analytics to build dashboards, and expertise in analysing data to gain actionable insights.
5. Ability to communicate, work collaboratively and build good working relationships with internal and external stakeholders, colleagues, and charity supporters.
6. Strong organisational skills with the ability to work proactively and manage multiple projects and tasks concurrently. Experience of managing a blog or social content calendar would be beneficial.

Desirable

7. Experience in a similar role within a large, complex organisation, charity or health/science organisation and experience working with external agencies, contractors, or freelancers.
8. Professional qualifications or training in digital publishing, digital marketing, Google analytics, SEO, UX, copywriting, and any related software or technology are beneficial but not essential.

2. Key areas of responsibility

2.1 Day-to-day management and improvement of the website:

- Work within the Drupal CMS to create blog content, as well as landing, appeal and campaign pages to support the charity's fundraising activities.
- Manage day to day content updates to ensure information is correct and up-to-date, and editing pages as needed across the site, following digital best practice.
- Work with our external digital agency to identify and report bug fixes.
- Support the Digital Manager on the project management, testing and implementation of new functionality and digital developments for the website.
- Provide fundraising teams with editorial support for all digital content and developing and improving user journeys across the website, supported by the Digital Manager.

2.2 Managing the blog content calendar and blog content creation:

The Digital Officer is responsible for managing the News and Blogs feed on the website. With support from The Digital Manager and colleagues, you will deliver digital content to support fundraising activities and key charity objectives. This includes:

- Management of the News and Blogs content calendar.
- Working closely with the Social Media Manager and colleagues across the organisation on the generation of ideas, writing, editing, commissioning of blogs.
- Publishing and optimising digital content for supporter engagement and SEO.
- Use Google analytics and other data tools to report on: campaigns, web traffic, top performing content, and find opportunities for optimisation to maximise the exposure and impact of our content.

2.3 Embedding and promoting digital best practices:

- Ensuring new content developed follows digital, SEO and UX best practices.
- Supporting colleagues within the charity to understand and deliver the best digital experience across key campaigns by providing advice, recommendations, and feedback.
- Supporting the Digital Manager and Senior Digital Manager in delivery of the Digital Advocates programme across the organisation, which aims to increase the knowledge, understanding and skill level in digital across all Royal Marsden Cancer Charity teams.

2.4 Effective task and stakeholder management:

- Managing multiple projects and priorities effectively to ensure the efficient and timely delivery of digital work.
- Working collaboratively and communicating with internal stakeholders and external agencies to foster positive and productive working relationships.
- Use digital planning and collaboration tools such as Trello and Microsoft Teams to collaborate with colleagues and external agencies on ongoing work and manage deadlines.

3. 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 (UK GDPR) which 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

Candidates must be able to demonstrate:	Essential or Desirable	Assessed by
Skills and attributes		
Excellent writing, copy-editing and proofreading skills, with an eye for detail and a strong command of the English language.	Essential	Application/ Task
Knowledge and understanding of digital technologies, an interest in digital marketing and commitment to continuous professional development and learning.	Essential	Interview
Ability to communicate, collaborate and build good working relationships.	Essential	Interview
Strong organisational skills, ability to work proactively and manage multiple tasks concurrently.	Essential	Application/ Interview
Experience		
Experience using a CMS such as Drupal or WordPress and ability to quickly pick up new digital tools and software.	Essential	Application/ Interview
Experience with tools such as Google Analytics, Data studio or Adobe analytics to gain actionable insight.	Essential	Application/ Interview
Demonstrable knowledge and understanding of digital publishing best practice and SEO.	Essential	Interview/ Task
Qualifications or training in digital publishing, digital marketing, Google Analytics, SEO, UX, copywriting, and any related software or technology.	Desirable	Application
Experience of digital planning and collaboration tools such as Trello, Microsoft teams, JIRA.	Desirable	Application/ Interview
Experience working in a large, complex organisation such NHS, charity or health/science organisation.	Desirable	Application/ Interview
Experience of working closely with external agencies, contractors or freelancers across a range of digital functions.	Desirable	Application/ 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.