

JOB DESCRIPTION

Job Title: Digital Officer

Department: Marketing and Communications

Reporting to: Marketing Manager

Location: Home working with occasional travel to Head Office

PURPOSE OF ROLE:

The Digital Officer's primary role is to develop and implement the charity's social media content strategy and take responsibility for contributing to other online/digital channels including the Tenovus Cancer Care website and email communications. This is both on internal and external basis.

The Job Holder, will, when required, support the Marketing Manager to deliver proactive media work to raise the profile and reach of Tenovus Cancer Care.

MAIN DUTIES AND RESPONSIBILITIES

- Manage the day-to-day content creation for the charity's social media utilising the online platforms most suited to our audience.
- To work closely with the Marketing Manager to develop the charity's social media strategy.
- Oversee and manage the use of the brand's internal activities and content calendar.
- Monitor interaction with our social media content and consistently look to increase engagement, drive online donations, event sign ups and service engagement.
- Co-manage Tenovus Cancer Care's social media accounts outside office hours and at events on a rota basis.
- Responsibility and ownership of PPC and the digital ads.
- Creation and support of the e-communications including event promotion and participant e-blasts, using MailChimp and other formats, to support all Tenovus Cancer Care activity.
- Carry out evaluation and analysis of all social media activity and provide regular reports on key metrics.
- Support all departments in their use of the social media guidelines, delivering the Tenovus Cancer Care social media workshop and training to staff as required.
- Work with corporate sponsors to ensure recognition of support reflected across digital channels.

- Make sure all Tenovus Cancer Care digital channels are up-to-date, accurate, on-brand and used in an integrated way.
- Create and update Tenovus Cancer Care's website as required, ensuring content is engaging, on-brand and aligned with the charity's social media presence.
- To work closely with the internal teams in the achievement of their objectives via the online platforms.
- To act as a brand ambassador, ensuring all external content and social media is reflective of the Tenovus Cancer Care brand, and that messaging is clear and consistent.
- To represent the charity at external meetings and events.
- To work closely with other members of the charity, keeping abreast of new trends, and useful developments, sharing useful contacts, communicating plans and ensuring that social media activities are fully integrated within the charity's other activities.

Prepared by: Marketing Manager

Date Prepared: January 2022

FLEXIBILITY STATEMENT

In addition to the duties and responsibilities outlines, you must be prepared to undertake such additional duties which may result from changing circumstances, but which may not of necessity change the general character or level of responsibility to the post.

CONFIDENTIALITY

Ensure, in the course of employment, complete confidentiality is maintained in respect of the Charity, its dealings, transactions, affairs and all other information relating to clients, participants, associates, staff etc. and to ensure that all information relating to the above is processed in accordance with the Data Protection Act 2018 and the EU General Data Protection Regulation ('GDPR')

COMPETENCE

You are responsible for limiting your actions to those which you feel competent to undertake. If you have any doubts about your competence during the course of your duties you should immediately speak to your line manager.

RISK MANAGEMENT

It is a standard element of the role and everyone's responsibility to fulfil a proactive role to the management of risk in all of their actions. This involves the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

HEALTH AND SAFETY REQUIREMENTS

All employees of the Charity have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable the Charity to meet its own legal duties and to report any hazardous situations or defective equipment.

SMOKING

All employees, whilst in Tenovus Cancer Care's employment, are required to adhere to the Charity's no smoking policy. Any breach of this policy will be deemed as gross misconduct.

WORKING WITH VOLUNTEERS

All employees, whilst in Tenovus Cancer Care's employment, may be required to recruit and manage volunteers. This is an expectation for all roles at Tenovus and full support will be provided by Tenovus' Volunteering department.

EQUAL OPPORTUNITIES

The Charity is committed to providing equal opportunities in employment and to avoiding unlawful discrimination in employment and against customers. All employees are expected to promote equal opportunities for staff and clients in accordance with the Charity's Equal Opportunity Policy and Procedure.

VALUES

The charity works within a culture that reflects the following values – Respectful, Bold, Creative, Supportive and Inspiring. All employees are expected to demonstrate and reflect these values in their day-to-day activities.

PERSON SPECIFICATION

| | Essential | Desirable |
|--|-----------|-----------|
| Experience & Knowledge | | |
| Minimum 2 years' experience of working with social media and developing creative campaigns for Facebook, Twitter, Instagram and LinkedIn | ● | |
| Experience of writing creative social media copy | ● | |
| Excellent knowledge of Facebook, Instagram, LinkedIn, Twitter | ● | |
| Experience of evaluating campaigns and delivering results | ● | |
| Experience of working with website CMS platforms and e-communication platforms such as Mailchimp | ● | |
| Experience of working within the third sector | | ● |
| Experience of training and advising staff on social media | | ● |
| Skills | | |
| Creative thinking, with the ability to identify opportunities, suggest ideas and turn them into workable plans | ● | |
| Excellent copywriting skills, with an accessible and engaging style, and the ability to write for different audiences | ● | |
| Strong verbal and written communication skills, able to convey complex ideas simply and persuasively | ● | |
| Excellent project management skills and the ability to form creative solutions | | ● |
| Strong inter-personal and networking skills, able to build rapport and relationships with people at all levels | ● | |
| Able to plan and organise a varied and busy workload, including handling conflicting priorities and meeting deadlines | ● | |
| Excellent IT skills (MS Word, Excel, PowerPoint) | ● | |
| Ability to communicate through the medium of Welsh | | ● |