

Digital Marketing Officer

Job Pack



WESSEX
CANCER TRUST



40 Years of Cancer Care

Wessex Cancer Trust is a registered charity and a company limited by guarantee, registered in England and Wales. Charity Registration No. 1110216. Company No. 5416311

About us



Wessex Cancer Trust believes that there should be help and support available to everyone living with cancer, when and where they need it.

Every year around 23,000 people are diagnosed with cancer within the Wessex region. A diagnosis can be a shock and have a huge impact on an entire family and Wessex Cancer Trust services are available to people with cancer, and those impacted by the diagnosis and treatment of a loved one. We help and support anyone affected by cancer regardless of age, gender or type of cancer. Our dedicated team is committed to offering free support for as long as people need it, away from a hospital environment.

In normal years, we have four drop-in cancer Support Centres. Clients are welcomed by volunteer befrienders who are equipped to provide information, support and a listening ear. Our Wellbeing Co-ordinator will meet all new clients to agree a personal treatment plan to help deal with the emotional impact of cancer, improve well-being, and help with pain management and increase self-confidence. This could include appointments with one of our team of specialist counsellors and therapists. We also provide health and well-being information, exercise programmes and courses to help clients live well with, and beyond, cancer.

During Covid we have continued to support people who need us, moving to online and remote service provision and expanding our services to include an online support forum.

Each year Wessex Cancer Trust reaches over 8,000 people in the local community.

Our Vision and Mission

Our Vision

Wessex Cancer Trust's ambition is a future where everyone affected by cancer receives person centred care that empowers them to live well with and beyond cancer.

Our Mission

Through supportive care and information, we seek to improve the emotional and physical well-being of people affected by cancer, within their locality.

A letter from our CEO



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Dear Applicant

Thank you for your interest in Wessex Cancer Trust.

It's an exciting time to join our charity. This past year we have seen plenty of change: our services have had to dramatically adapt to ensure we can still support people with cancer and their loved ones despite the challenges faced by Covid. The pandemic has also presented very real funding pressures and it's been necessary to implement a cost saving programme and review our income generation model to build our resilience. At the same time, we have had several new team members who've joined the charity – including me, I joined in July 2020.

With a new team in place, we are focused on using our learnings from 2020 to develop a new strategy that meets the changing needs of local people affected by cancer. Two key components of that strategy will be how we can reach communities that have not traditionally accessed our services, and how we can provide our clients with more personal care plans. The first step in doing this, was the recruitment of a new role of Wellbeing Co-ordinator who joined us in January, thanks to funding from The Linbury Trust.

Strong marketing is critical to our success and our small marketing team is responsible for ensuring all our marketing activity is on brand and meeting its objective. This is an exciting time for us, we have a new Head of Marketing and Communications who is developing our marketing strategy to build on our success and engage with new audiences. The marketing team supports all areas of the charity, including fundraising, our retail shops and raising awareness of the work we do to help people affected by cancer.

This is a fantastic opportunity for a highly motivated individual to make a real impact on the marketing of Wessex Cancer Trust, in turn helping us to reach more people affected by cancer in the Wessex region.

Wessex offers a supportive work environment, in addition to a range of benefits which include:

- A competitive salary and annual leave entitlement
- Contributory pension scheme
- Life Assurance
- Employee counselling helpline
- Cycle to work scheme
- Free parking at head office
- Mental health first aiders
- A personal development programme

We look forward to receiving your application.

Warm regards

Rachel Billsberry-Grass



Job Description



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Job Title:	Digital Marketing Officer
Reporting to:	Head of Marketing and Communications
Based at:	The role is based at Head Office, 91-95 Winchester Road, Chandler's Ford (Hybrid working is possible but the expectation that more than 50% of your time would be spent in head office)
Job Purpose:	To assist and implement Wessex Cancer Trust's marketing strategy to help create and promote multi-channel marketing activity to promote services, fundraising and retail, whilst ensuring consistency of the Wessex Cancer Trust brand.
Working Hours:	Full time – 37.5 hours per week
Salary Band:	£20,000–£24,000 depending on experience

Principal Responsibilities

Project Management

- Be the Marketing lead on projects such as fundraising events and appeals, individual and regular giving, volunteer recruitment drives and public information campaigns, developing and implementing marketing plans, as agreed with line manager.

Digital Marketing

- Assist with activity that maximises income generated through digital products, platforms and services.
- Manage the website including regular updates to content and functionality, ensuring search engine marketing is optimised to achieve full potential.
- Devise and implement plans to increase newsletter sign ups.
- Oversee the Trust's social media policy, keeping up to date with social media best practices and trends.
- Develop and manage the Trust social media content calendar.
- Engage with and manage the Trust social media community across all platforms.
- Help increase awareness of individual and regular giving opportunities.
- Work with the fundraising team to identify and implement new digital fundraising opportunities.
- Assist in ensuring the charity's data protection policies, procedures, and systems are compliant and relevant.
- Develop content for social media and other digital platforms including display screens in Centres and Shops.
- Review new technologies to keep at the forefront of digital marketing.
- Manage and maintain the content on the Wessex Cancer Trust website.
- Act as a 'brand ambassador' to promote the correct use of the Wessex Cancer Trust brand both internally and externally through digital channels.
- Measuring and reporting on the performance of all digital marketing campaigns.



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Design and print/publish

- Ensure consistency of our brand tone of voice and brand aesthetic across all Wessex Cancer Trust communications.
- Manage the design and production of modern, engaging marketing material using external suppliers, ensuring work is completed in time and on budget.

General Duties

- Liaise with colleagues internally to manage their needs and expectations.
- Be a respected ambassador of the Trust's brand, values, mission and aims.
- Abide by all responsible requirements of the Trusts Health and Safety policy.
- Undertake any other duties commensurate with the grade and nature of this post and as reasonably requested by the Head of Marketing and Communications.

Essential Skills/Experience

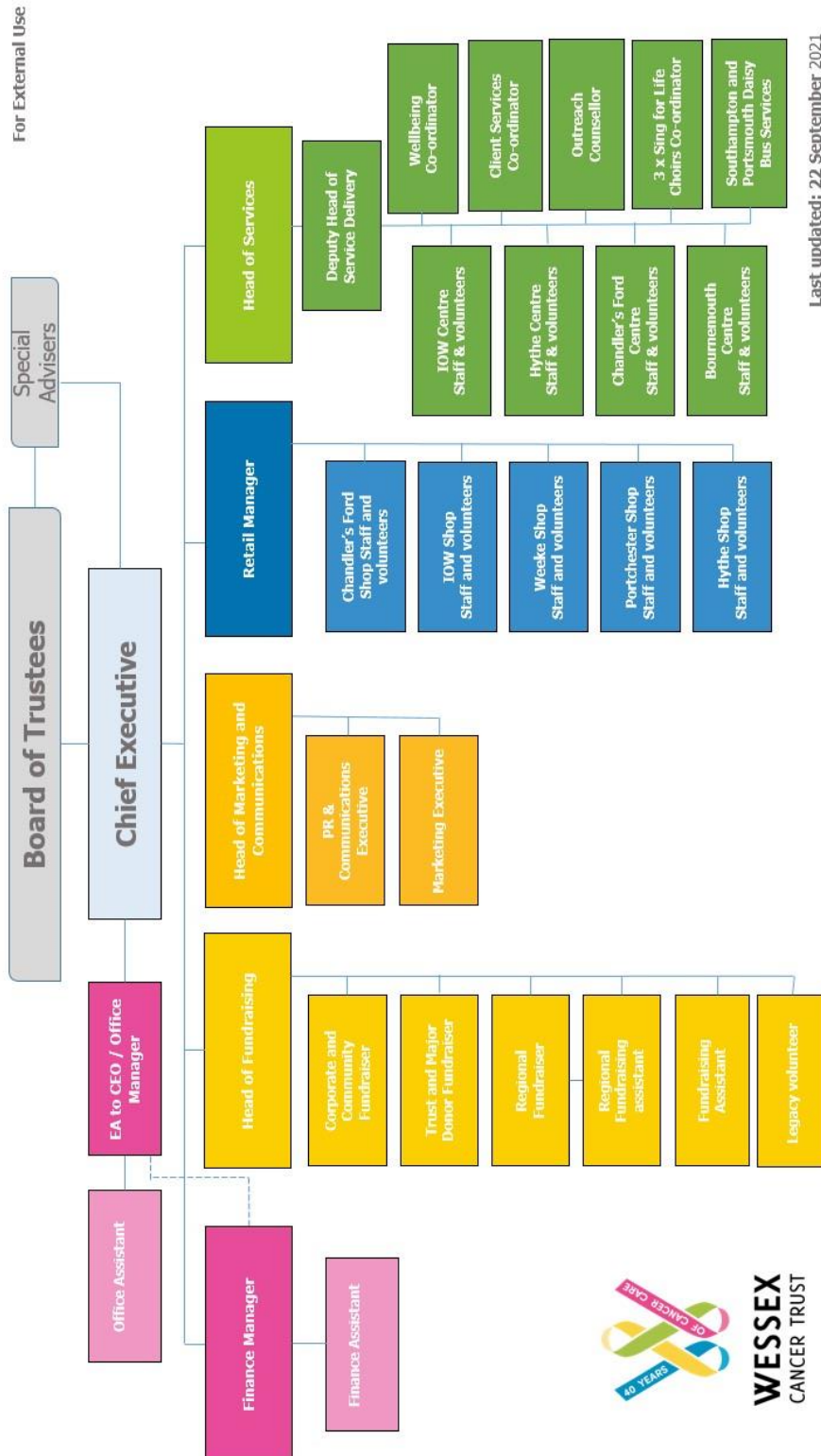
- An ability to write engaging copy for marketing materials and for online audiences.
- Strong proofreading skills
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Up to date knowledge of current digital marketing techniques eg paid and organic social media, audience targeting, email, database segmentation, mobile, advertising, paid search, SMS.
- Creative with the ability to come up with new ideas and stories.
- Experience of analysing results across digital channels and reporting back to key stakeholders in a concise format.
- Experience of using Wordpress to edit website content.
- Good working knowledge of analytics on Facebook Ads and Business Manager, Google Analytics and all other platform reporting tools.
- Ability to prioritise work and manage multiple projects at once.
- Patient and resilient nature, and happy to work as part of a team and with the wider organisation.

Desired Skills

- Experience of delivering digital campaigns in a third sector environment.
- Ability to confidently use Adobe Creative Suite.

Additional information

All of our sites are adhering to Covid guidelines. To keep our clients, volunteers, colleagues and customers safer, it is expected that the post holder will get the vaccination when it is offered.



How to apply



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Please send your CV and a statement of no more than 1 page outlining your suitability for the role to jobs@wessexcancer.org.uk we will be interview candidates as we receive applications, and the post will be closed once a successful candidate has been appointed





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**SUPPORTING LOCAL PEOPLE
THROUGH CANCER**

www.wessexcancer.org.uk

023 8067 2200

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