

Digital Marketing Executive

Job Purpose

An exciting opportunity has arisen for a Digital Marketing Executive to join Yorkshire Cancer Research's Marketing and Communications team. Reporting to the Head of Communications, the purpose of the role is to provide support to the Head of Communications, Digital Marketing Officer, and the wider team to drive traffic to the Yorkshire Cancer Research website, increase its following across all online channels including social media networks. A key part of this role will be to work alongside the Fundraising Team to engage with supporters and generate income.

Key Responsibilities:

- To produce daily posts to raise our brand profile and publicise the charity's key messages, fundraising initiatives and research portfolio across all social networks including Twitter, Facebook, Instagram and LinkedIn.
- To assist the Digital Marketing Officer in the on-going development of content for digital activity and platforms: Website (WordPress platform), social media, SEO & PPC, email.
- Provide assistance to the Head of Communications and Digital Marketing Officer to identify, develop and implement innovative ways to drive traffic to Yorkshire Cancer Research's digital content, ensuring all activity is aligned with campaign and income objectives.
- To review and update the content on the website on a daily basis to keep it fresh and current.
- To develop infographics using Piktochart software to ensure our content is fresh and engaging across all online platforms.
- Where necessary to assist the Digital Marketing Officer on the delivery of paid search campaigns.
- Assist in delivering digital marketing training across the organisation and helping to raise awareness of digital promotional opportunities.
- Ensure that digital campaigns are integrated appropriately with the website. This includes working with Marketing, Events and PR to ensure online activity/content from different areas of the Charity is 'on brand' and delivered effectively.
- To work with our CRM support team to create and implement a series of e-newsletters to promote our events portfolio.
- To provide support to the Head of Communications and wider marketing and communications team where necessary.

Key requirements:

- At least 1 years' experience working within the Digital Marketing field.
- Educated to degree level in an appropriate discipline.
- Up-to-date with social media and marketing trends.

- Knowledge of the digital marketing landscape.
- Understanding of web technologies and languages (HTML, CSS, WordPress, email design, web design, mobile).
- Experience of principles and application of SEO.
- Experience of PPC advertising, search, display, and analytics.
- Strong written and verbal communication skills.
- Knowledge of using Adobe Creative Suite (Dreamweaver, Illustrator and Photoshop).

Desirable skills:

- Design skills and experience.
- Experience of charity sector.
- Experience using Hootsuite, WordPress, Google AdWords and Analytics.

Responsible To:

- Head of Communications

Contractual Terms:

- Full-time, 37 hours per week.
- Permanent
- Based in Harrogate
- £18,000 - £20,000 annual salary depending upon experience
- 33 days pa holiday, including bank holidays
- Holiday entitlement increases by one day for each completed year of service up to a maximum of 5 additional days
- Private medical insurance is available subject to eligibility and terms and conditions
- The Charity will provide an auto-enrolment pension subject to eligibility and the terms and conditions of the scheme

Application:

To apply please send a copy of your CV along with a covering letter to:

- Linsey Trower, Head of Communications - linsey@ycr.org.uk

No agencies unless approached by Yorkshire Cancer Research directly.