



Job Title: **Digital & Social Officer**
Job Grade: **Officer**
Reports To: **Digital Marketing Manager**
Based In: **Harrogate**
Hours: **37 hours with flexibility to work on urgent content where necessary**

Overall Job Purpose

At Yorkshire Cancer Research, we believe talent, enthusiasm and creative thinking add up to great work. We are looking for a Digital and Social Officer with excellent digital, organisational, and content creation skills to help us produce and deliver outstanding content for our digital channels to grow our online communities.

Reporting to the Digital Marketing Manager, the Digital and Social Officer will play a key role in a wide variety of projects, including creating and scheduling social content, managing paid social and digital campaigns and supporting the continued development of our website and digital user journeys. These activities are all important enablers in creating a strong and trusted brand which is key to achieving the charity's overall objective of helping more people in Yorkshire avoid and survive cancer.

This role provides a great opportunity to make a real difference to the people of Yorkshire and requires a dedicated individual with digital marketing skills and a passion for the cause.

Key Responsibilities

- **Managing social media channels.** Creating and implementing high quality and relevant content that will engage our key audiences, grow our brand's reach, increase engagement and help deliver our strategic objectives.
- **Creating engaging digital content.** From fundraiser case studies and blogs to infographics and quizzes, you will work closely with the PR Manager, Insight Team and Graphic Designer to align and develop high quality written content and visual assets. This may include organising photo and / or video shoots or creating case studies.

- **Overseeing digital campaigns.** Play a key role in the creation and delivery of digital and social campaigns, working alongside the wider marketing team and (as appropriate) with external marketing agency(s). You will oversee digital marketing plans (including budget), including Facebook ads, PPC and more.
- **Analysing and monitoring digital performance.** Track the performance of our digital and social marketing vs. key performance indicators (KPIs) and pull together reports to show the results of activity, drawing conclusions from the data to help make recommendations as to how we can continue to improve and grow.
- **Developing the social strategy.** Support the Digital Marketing Manager to deliver the digital and social Strategy and continuously help it to evolve and improve, integrating learnings as we test new approaches.
- **Engaging with our social communities.** Proactively take part in and monitor conversations on social and, as required, manage and escalate issues (e.g. complaints) and help to seek solutions to reoccurring requests / issues.
- **Educating the organization.** Help to promote our digital and social agenda across all areas of the department and the wider organization. You will keep up-to-date with digital developments in the sector and share knowledge across the team.
- **Supporting the wider marketing team.** You will help to support the delivery of key marketing projects and activities commensurate with role as required.

Knowledge and Skills

- **Excellent copywriting skills.** An ability to write for different audiences, platforms and purposes with good attention to detail.
- **Excellent organisational and planning skills.** A strong track record of implementing projects, a proactive attitude and ability to get things done.
- **Strong collaboration skills.** Ability to work effectively as part of a team, both within the marketing team and across the wider organization. An ability to manage internal and external stakeholders.
- **Design ability and an eye for detail.** Able to be self-sufficient in creating simple but engaging digital assets (including stories and social posts). Knowledge of one of Photoshop, InDesign or Illustrator would be beneficial.
- **Expert knowledge of the main social media platforms.** Able to plan and schedule content, analyse performance and use analytics programmes, such as Hootsuite, Google Ads and Analytics.
- **Up-to-date knowledge** of the digital marketing landscape and a desire to keep on learning.

Experience

- **At least 2 years experience of managing social media and / or digital communications**, including the development of social media channels.
- **Experience in effectively delivering a content plan**, working with multiple stakeholders to create, gain approval, deliver content and monitor performance.
- **Experience of updating websites and SEO experience.** Able to use content management systems and social platforms to create new content and update / improve existing content, with consideration for SEO.
- **Proven track record of delivering successful digital marketing projects** and developing and testing innovative approaches.
- **Proven experience managing the online elements of integrated marketing campaigns**, including the planning, implementation and evaluation of digital channel contributions.
- Charity sector experience is useful but not essential.

Qualifications

- Educated to degree level or equivalent work experience in relevant sector.
- Evidence of continued professional development relevant to the role purpose and level.

Our Values

Values	Behaviours to be demonstrated
DELIVER IMPACT	<p>Drive for results:</p> <p>Thinks analytically about Key Performance Indicators (KPIs) and how to achieve them.</p>
	<p>Efficiency:</p> <p>Understands the availability of resources, making and following plans to leverage these for best effect.</p> <p>Sets timescales and pushes to make things happen quickly and efficiently.</p>
HAVE INTEGRITY	<p>Honesty and respect:</p> <p>Earns the trust and respect of colleagues, business contacts and volunteers by being reliable and professional at all times.</p> <p>Represents Yorkshire Cancer Research values and behaviours through all contact with potential and existing suppliers.</p>
	<p>Courage and conviction:</p> <p>Is decisive in establishing clear priorities for self and team.</p> <p>Tough and resilient when dealing with change.</p>
	<p>Continuous improvement and innovation:</p> <p>Uses data and facts – rather than anecdotes - to influence decision-making.</p> <p>Takes the initiative in identifying and embracing the opportunity for improvement and puts this firmly on the Yorkshire Cancer Research agenda.</p>
CHAMPION EXPERTISE	<p>Governance / control:</p> <p>Contributes to the development of new processes and ways of working that address/meet relevant governance and control requirements.</p> <p>Follows the Charity’s ethical code of conduct and ensures suppliers do too.</p>

ONE TEAM	Collaborative: Collaborates cross-functionally to facilitate high levels of organisational alignment. Develops and maintains a network of contacts outside and across Yorkshire Cancer Research.
	Leadership: Is a role model for Yorkshire Cancer Research values. Provides clear, consistent messages about the direction of Yorkshire Cancer Research. Actively supports change. Encourages and allows people to take responsibility and exercise initiative.