



Job Title	Senior Digital Manager (maternity cover) 12 month fixed term from July 2025
Directorate	Public Fundraising and Engagement
Accountable to	Associate Director of Public Fundraising and Engagement
Responsible to	Head of Marketing and Digital
Responsible for	Digital

About Us

The Royal Marsden Cancer Charity raises money to improve the lives of people affected by cancer. 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.

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.

We are a very ambitious organisation which has gone through transformational growth over the past five years. Alongside funding an existing programme of world-leading research, treatment and care, the Charity completed its largest capital appeal to date, successfully raising £70 million to build the Oak Cancer Centre at the hospital's Sutton site, which opened in summer 2023.

We have exceeded our fundraising targets, over the past three years, raising over £90m against a target of £83m and making over £82m in funding available to The Royal Marsden. However, with one in two of us expected to develop some form of cancer, it is essential that we go even further in our fundraising efforts to support the essential work of The Royal Marsden. Therefore, we have recently launched our most ambitious strategy yet, that will see us raising at least £215m over the 5-year period.

The Charity is committed to raising £150 million, through a major fundraising appeal, for a new major development project in Chelsea, which will launch in 2024/25. There is also an extensive portfolio of engaging projects outside of the capital appeals, that help to support all aspects of the hospital's work to improve the lives of cancer patients.

Our Values

We know that to succeed it is critical to work collaboratively, with a set of shared behaviours that guide and govern how we work every day. In consultation with our staff, we have defined five Values which we believe are central to who we are and how we work and we are committed to living them daily.

We are:

Respectful

We believe in a safe, supportive workplace, seek the expertise and contribution of others and are mindful of the needs of our supporters and stakeholders.

Kind

We are caring, responsive, considerate, and generous with our time.

Ambitious

We have high aspirations and are enterprising in our approach.

Purposeful

We make informed decisions which support our agreed priorities, showing desire and determination to achieve our goals to make a tangible difference.

Versatile

We explore alternative solutions and respond positively to new opportunities to maximise our impact.

The Marketing and Digital team

Working for us offers you a rewarding career, as well as the chance to really improve the lives of those living with cancer.

Our creative and supportive team is responsible for The Royal Marsden Cancer Charity brand, marketing, website, email, social, paid advertising and more.

This is an exciting time to join our growing Marketing and Digital team as we work to significantly increase awareness of The Royal Marsden Cancer Charity and grow our digital marketing capability.

Job Purpose

We are looking for an interim Senior Digital Manager to lead our digital marketing programme and a team of six.

Working Relationships

The Senior Digital Manager is an integral part of the Marketing and Digital team. The role works closely with colleagues across Marketing and Digital, as well as Fundraising teams and PR & Comms.

Key Areas of Responsibility

- 1.1. Lead, manage and develop high performing team members, ensuring opportunities for learning and development, promoting a culture that champions our values and supports innovation, ideation and test and learn strategies.
- 1.2. Lead the implementation of our digital roadmap, including the development of our digital content strategy and upskilling colleagues across the organisation in digital, to ensure we grow our marketing capability.
- 1.3. Work with colleagues across Marketing and Digital, and fundraising teams, to plan and deliver our brand building and fundraising marketing campaigns. Support the Digital team to manage schedules across social and web content and oversee the production of high quality, accurate and engaging digital content.
- 1.4. Oversee our programme of paid advertising by working with fundraising teams across the organisation, supporting the coordination of user journeys, and managing the relationship with our digital marketing agency.
- 1.5. Support the Digital Project Manager and Digital Manager in the development, launch, embedding and training for our new website.
- 1.6. Apply editorial and brand guidelines, delivering a high standard of published content.
- 1.7. Monitor and develop our KPIs and goals, reporting back on performance, learnings and recommendations to optimise our channels, to all levels of the organisation.
- 1.8. Be accountable for efficient management of the digital elements of the Marketing and Digital budget.
- 1.9. Safeguard the integrity of The Royal Marsden's Cancer Charity's digital presence ensuring it complies with data protection regulations, the Freedom of Information Act and any other applicable legislation.

This job description is intended as an outline of the general areas of activity within the job role. It will be amended from time to time in the light of the changing needs of the organisation.

Person Specification

Candidates must be able to demonstrate	Essential (E) or Desirable (D)
Experience and knowledge	
Experience of managing people and leading a high performing team.	E
Proven experience of digital marketing, including campaign planning, user journeys and experience, data analysis and optimisation, to achieve growth.	E
Experience of managing a complex programme of campaigns and projects.	E
Proven experience of content creation across social and web, that drives engagement and conversion, with a sound understanding of accessibility, SEO and copy writing, particularly about complex subjects.	E
Demonstrable experience of managing paid advertising campaigns and knowledge of good practice in this area.	E
Experience of managing third party agencies, developing effective partnerships	E
Experience of managing budgets	D
Key competencies	
Ability and willingness to model and demonstrate The Royal Marsden Cancer Charity's Values.	E
Ability to problem solve and adapt to change.	E
Excellent communication and interpersonal skills evidenced by effective collaboration with colleagues across different disciplines and at all levels.	E
Interest in new technologies and digital innovation within the charity sector.	D

The above criteria are necessary for this post and will be used when shortlisting applicants for interview and throughout the recruitment and selection process.

Conditions of Service

Salary	£47,000 - £50,000 per annum
Contract Type	12 months fixed term from July 2025
Hours of Work	37.5 per week
Location	Hybrid working, with a mix of office and home working, based at either our Chelsea or Sutton site, with a minimum of one day a month in Sutton.
Benefits	27 days annual leave allowances, contributory pension scheme, life insurance, enhanced maternity and adoption pay, employee assistance programme, subsidised canteens, flexible working and more. Refer to our summary of benefits information attached, and on our website for further details.

Diversity and Inclusion

The Royal Marsden Cancer Charity believes in treating people fairly with respect and dignity, and in valuing diversity. We believe that a diverse workforce allows us to deliver on our mission to ensure our nurses, doctors, researchers and supporting staff can provide the very best care and develop life-saving treatments for cancer patients.

We believe everyone has the right to live their life without fear and prejudice and contribute to society in a way which is authentic to them.

It is this core belief that underscores our commitment to providing equal opportunities for all staff and volunteers at the Charity. Our aim is to foster a supportive culture which values the contribution of each member of the team regardless of their age, sex, gender reassignment, sexual orientation, marriage or civil partnership, pregnancy and maternity, disability, nationality, race, religion or belief.

Ultimately, our aim is to create a workforce which is representative of the people we exist to support, whilst contributing to the creation of a more equitable, diverse and inclusive charitable sector.

Summary of Benefits

Work Environment

- Bright modern office in Chelsea, a short walk from South Kensington station.
- Our Sutton office is based in the heart of the hospital, alongside staff and patients. A shuttle service to and from Sutton station is provided in the morning and at the end of the day.
- On-site subsidised canteens.

Pay and Pension

- Competitive salaries benchmarked against the market with annual increases.
- Auto- enrolment in our Aviva pension scheme from day one.
- Up to 6% employer contributions subject to matched contribution from you (increasing with length of service).

Work-Life Balance

- Enhanced occupational maternity and adoption leave and pay.
- Flexible working options can be considered

Holidays and Time Off

- 27 days annual leave per annum plus UK bank holidays (pro rata for part time staff)
- Entitlement rising to 29 days (pro rata for part time staff) after five years' service.
- Opportunity to carry over 5 days (pro rata for part time staff) into following annual leave year.

Health and Wellbeing

- Self -referral to a confidential counselling service for work related or personal reasons.
- Access to an employee assistance programme designed to save you money and improve your physical, financial, and mental health and wellbeing.
- Free sight test every two years and contribution towards any glasses required for work purposes.
- Generous paid sick leave based on service.
- For members of our pension scheme, we offer life insurance of twice your annual salary subject to the rules of the scheme.

Flexible Working

- Hybrid working for most roles which allows you to work from the office 40% of your time and from home for 60% of your time each month.
- Flexible working hours for most roles which allows flexibility outside of our core hours of 10am to 4pm.
- Provision of laptop to work from home.