



Job title	Digital Officer
Directorate	Public Fundraising and Engagement
Accountable to	Head of Marketing and Digital
Responsible to	Digital Manager

About us

The Royal Marsden Cancer Charity raises money solely to support The Royal Marsden, a world-leading cancer centre. 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 has recently completed its largest capital appeal to date, successfully raising £70 million to build the Oak Cancer Centre at the hospital's Sutton site.

We are now working closely with the hospital on plans for a new major redevelopment project to launch in 2025-26. 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.

The Marketing and Digital team

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

The Marketing and Digital team are a creative and supportive team, responsible for The Royal Marsden Cancer Charity websites, email, social channels, direct mail, paid advertising and more. This is an exciting time to join our growing Marketing and Digital team as we

shape and improve the charity's digital approach and prepare to launch a new large-scale capital fundraising appeal.

It is also an exciting time to join our digital team, as this role will begin part way through a redevelopment of our website. The Digital Officer will play a vital part in supporting the wider digital team to QA and deploy the new site, and support the Digital teams efforts to embed new ways of working and processes for the new site.

In this role the successful candidate will be supported by the team to grow their skills and gain experience working across a broad range of digital channels, on appeals, events, and campaigns. The successful candidate will also be supported through continued learning and training opportunities.

Job purpose

We are looking for a highly motivated and organised Digital Officer with a background in digital marketing and content creation. The successful candidate will be a proactive worker and able to demonstrate strong communication and collaboration skills. They will have professional experience of writing, developing and delivering content for digital channels. Experience of working with a website Content Management Systems (CMS) such as Drupal, WordPress or similar is essential.

Supported by the Digital Manager and Senior Digital Officer, the Digital Officer will work closely with colleagues across the broader organisation to keep our websites up to date and deliver continual improvements to the existing content and functionality. They will use their creativity and strong copywriting skills to work with members of the PR and fundraising teams to develop engaging written content for our digital channels. The successful candidate will have demonstrable experience of tailoring content to a range of audiences and understand the importance of developing user-centric and accessible content.

This role would be a good fit for someone who is passionate about creating digital content and is a confident writer. The ideal candidate has a strong understanding of the digital landscape in the charity sector and beyond and is aware of upcoming digital trends, technologies, digital fundraising and digital best practice.

Working relationships

The role will liaise with teams across the organisation. This includes, but is not limited to, Marketing and Digital colleagues, PR and Communications, Heads of Fundraising and wider fundraising teams. The role also works directly with associated third parties, freelancers, agencies and digital consultants as needed.

Key areas of responsibility

1.1. Support day-to-day management and improvement of the website

- Work within our CMS to create article style content, as well as landing, appeal and campaign pages to support the charity's business-as-usual fundraising activities.
- Manage day to day content updates to ensure information is correct and up-to-date, and editing pages as needed across the site, following digital best practice.

- Work with our external digital agency to identify and report bug fixes as needed.
- Support the Digital Manager on the project management, testing and implementation of new functionality and digital developments for the website.
- Provide fundraising teams with editorial support for all digital content and developing and improving user journeys across the website, supported by the Digital Manager.

1.2. **Support with the blog content calendar and blog content creation**

The Digital Officer supports the Senior Digital Office in the management of the News and Blogs feed on the website. With support from The Digital Manager and colleagues across the charity, you will deliver engaging, accessible and optimised digital content to support fundraising activities and key charity objectives. This includes:

- Collaboration on the News and Blogs content calendar.
- Working closely with the Social Media team and colleagues across the organisation on the generation of ideas, writing, editing, commissioning of blogs.
- Publishing and optimising digital content for supporter engagement and SEO.
- Using Google Analytics and other data tools to report on top performing content, opportunities for optimisation and to maximise the exposure and impact of our content.

1.3. **Embedding and promoting digital best practices**

- Ensuring new content developed follows digital, SEO and UX best practices.
- Supporting colleagues within the charity to understand and deliver the best digital experience across key campaigns by providing advice, recommendations and feedback.
- Supporting the wider Digital Team in delivering a training programme across the organisation, which will embed our new content creation process and build digital skills across the organisation.

1.4. **Effective task and stakeholder management**

- Managing multiple projects and priorities effectively to ensure the efficient and timely delivery of digital work.
- Working collaboratively and communicating with internal stakeholders and external agencies to foster positive and productive working relationships.
- Use digital planning and collaboration tools such as Trello and Microsoft Teams to collaborate with colleagues and external agencies on ongoing work and manage deadlines.

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)
Qualifications & Training	
Qualifications or training in digital publishing, digital marketing, Google Analytics, SEO, UX, copywriting, and any related software or technology.	D
Experience and knowledge	
Experience using a CMS such as Drupal or WordPress.	E
Experience with tools such as Google Analytics, Looker studio or Adobe analytics to gain actionable insight.	E
Demonstrable knowledge and understanding of digital publishing best practice and SEO.	E
Experience of digital planning and collaboration tools such as Trello, Microsoft teams, JIRA.	D
Experience working in a large, complex organisation such NHS, charity or health/science organisation.	D
Experience of working closely with external agencies, contractors or freelancers across a range of digital functions.	D
Key competencies	
Excellent writing, copy-editing and proofreading skills, with an eye for detail and a strong command of the English language.	E
Knowledge and understanding of digital technologies, an interest in digital marketing and commitment to continuous professional development and learning.	E
Ability to communicate, collaborate and build good working relationships.	E
Strong organisational skills, ability to work proactively and manage multiple tasks concurrently.	E

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	£28,000 - £32,000 per annum
Contract Type	Permanent
Hours of work	37.5 per week
Location	Hybrid working, with a mix of office and home working, based at our Chelsea site, with occasional working from Sutton site
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 to support those with caring responsibilities

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