

JOB PACK



DIGITAL MARKETING AND COMMUNICATIONS OFFICER

OVERVIEW:

Tom's Trust provides psychological support for children with brain tumours and their families. Our head office is based in Cambridge but we have a number of staff who work hybrid or fully remote from home.

We already operate services in the North East and North West as well as the East of England but are determined to keep helping more families in more regions and we need someone to help us do that.

ABOUT THE ROLE:

This role is an exciting opportunity for someone with a passion for creating engaging content across all digital platforms. We are looking for someone with excellent communication and implementation skills, with excellent writing skills who will enjoy being creative and using their expertise to enhance Tom's Trust's presence through digital marketing but also on socials and our website.

ABOUT US:

Tom's Trust is the UK's only charity dedicated to providing mental health support to children, with brain and central nervous system tumours, and their families.

A brain tumour diagnosis is devastating for the whole family. 600 children are diagnosed with a brain tumour in the UK every year. Sadly, 1/3 of these children will die and of those that survive, 62% will be left with life-long disabilities (such as blindness, hearing loss, lost motor-function or learning disabilities). We are a growing charity, with a dedicated and friendly team

Tom's Trust is an Equal Opportunity Employer. We celebrate diversity and are committed to create an inclusive environment for all employees. We actively encourage applicants from diverse backgrounds.

Salary in the region of £26-£28,000 depending on experience for a full time role or pro rata equivalent for part time hours.

Please see our Website for further information – www.tomstrust.org.uk

OVERVIEW

We are looking for a creative and enthusiastic Digital Marketing and Communications Officer to join our small, friendly team. With digital marketing experience, the successful candidate will play a key role in attracting and engaging more visitors and donors to Tom's Trust.

You will be a team player who is comfortable getting stuck in as there will be occasions where you need to get involved in things that may be outside of your direct job role.

Please don't hesitate to apply if you feel most of the criteria applies to you but you're unsure of one or two of the main duties and responsibilities. We can provide support along the way for the postholder and we're looking for a candidate with potential.

MAIN DUTIES

- Develop engaging and inspiring media content across a range of digital channels including web, email, social media and other digital marketing platforms
- Plan digital marketing campaigns to encourage new supporters and to help raise funds using online platforms
- Help to engage more deeply, through social media, with our existing supporters and donors as well as acquire new supports and raise funds for Tom's Trust
- Maintain and enhance our social media presence across all digital channels incorporating organic and paid posts
- Measure and report on the performance of all digital marketing and campaigns
- Provide marketing support for the internal team, promoting the services of Tom's Trust on the website, via printed materials and social channels.
- Developing and updating Tom's Trust website
- Design monthly and targeted group newsletters/emails
- Maintenance and development of image and story library
- Helping the Communications Manager with PR activities as required
- Design work on Canva for marketing documents including logos, advertising and fliers
- Supporting the work of the Head of Fundraising & Marketing and the Communications Manager as needed
- Ensure consistent messaging, branding and tone of voice for the intended audience
- Building and maintaining close links with social media influencers and developing contacts within specialist areas of activity to increase the amount of positive coverage
- Assist in the development of visual assets to support campaigns

RESPONSIBILITIES

- Expand upon and maintain our social media presence and calendar
- Track and analyse the effectiveness of all digital marketing and fundraising campaigns, and collaborate with the Head of Fundraising & Marketing to create and evaluate crowdfunding and virtual events and other concepts through testing
- Identify trends and insights, and optimise spend and performance based on the insights
- Brainstorm new and creative growth strategies with the team
- Create and distributing newsletters (not content)
- Ensure integration with our CRM systems (Mailchimp and Donorfy)
- Collaborate with colleagues to identify and address their digital and promotional requirements through joint initiatives
- Constantly review content to ensure that the information is compelling, audience-focused, accurate and relevant
- Collaborate with relevant charities on socials and monitor digital activities of peers

PERSON SPECIFICATION, SKILLS AND EXPERIENCE REQUIRED:

Essential:

- The ability to think creatively and develop content for a variety of audiences
- Excellent attention to detail
- Ability to use Canva to produce basic marketing literature using our brand guidelines and tone of voice

- Excellent project and time management skills with the ability to prioritise workload and conflicting requests
- Ability to work outside normal office hours occasionally to support events on (rare) occasion
- Strong IT skills including Canva (or similar), Microsoft Office and WordPress (or similar)
- Proven experience with at least one year in a marketing/communication focused role
- Commitment to the mission, vision and values of Tom's Trust

Desirable:

- Knowledge of Facebook Ads, Meta Suite and Hootsuite
- Knowledge of Google Ads
- Experience with Mailchimp
- Experience of Donorfy
- An interest in video editing would be useful for socials posting
- Experience dealing with GDPR / data handling

This role could be home-based, with ability to attend the office in Cambridge a number of times per year or could be hybrid, with weekly attendance at the office.

We will consider both full-time and part-time applicants in flexible working hours.

Laptop and IT support provided. Internal training provided.

REVIEW

There will be a 6-month probationary period, following which there will be a 1-month notice period. This job description will be reviewed as necessary to meet the needs of the service on no less than an annual basis in consultation with the post holder.

HOW TO APPLY

To apply for this role, please send your CV and a covering letter to: info@tomstrust.org.uk
For an informal chat about the role, please ring Kirsty Keegan on 07887 552405.

INTERVIEW

Interviews for this role will be virtual. While the closing date is 9am on Friday 19th April, we may conduct interviews as we receive suitable applications and may just appoint if we feel we have found the right candidate.