

Digital Content Executive

Job title	Digital Content Executive
Hours	Full time
Grade	5 (£27,601 - £32,585) ¹
Type of employment	Open-ended subject to funding
Location of employment	Hybrid (minimum 2 days per week in Leicester office)
Department	Communications
Line manager	Head of Communications
Direct reports	N/A

¹ Appointments are generally made at the bottom of the stated pay bracket, rising incrementally annually until the top of the scale is reached.

About this role

CCLG is a charity dedicated to creating a brighter future for children and young people with cancer. Powered by expertise, we unite the children and young people's cancer community, driving collective action and progress.

Research is the key to better treatments, improved care, and potential cures. We fund and lead world-class research, fuelling groundbreaking work led by brilliant minds. Collaboration is at the heart of our approach—bringing together the right people and organisations to drive progress and deliver real impact.

We provide trusted information and guidance for children and young people with cancer, their families, and everyone supporting them. Our expertise helps them navigate the challenges of cancer and its impact, offering reassurance and clarity when it's needed most.

Through our professional membership, we bring together the brightest minds in children and young people's cancer, creating a national network that drives progress. Together, we shape better treatment and care - developing guidelines, sharing knowledge, offering expert advice, leading pioneering research, and creating essential resources and education for professionals. Our collective expertise sets the standard, advocating for excellence at every level—local, national, and global.

Our work is only possible thanks to the generosity of fundraisers, donors, and supporters who share our mission. Every pound raised helps fund our research, provide trusted information for families, and brings together experts to improve treatment, care and outcomes.

Our communications team works to support and promote CCLG's extensive range of activities, across research, professional membership, health information, policy and advocacy, and fundraising, raising awareness of our work, supporting our income generation strategy, and ultimately improving outcomes for children and young people with cancer.

Main purpose of the job

You'll focus on creating and maintaining a broad range of content to support and promote CCLG's extensive range of activities, including research, our professional membership activities, health information for patients and families, influencing and policy work, and fundraising. You'll work with teams across the organisation to identify opportunities to create content, ensuring it is engaging, of a high quality, on brand, and that it helps the organisation to meet its objectives.

We're looking for a user-focused champion of great content, with strong organisational skills, who'll use their own initiative and ability to manage a varied workload. Beyond your technical skills of producing high-quality content, you'll have great interpersonal and communication skills, allowing you to build great working relationships across departments within CCLG and with key stakeholders, including our professional members and those with lived experience of children and young people's cancer.

Key responsibilities

Content creation and management

- Create, upload and maintain content across CCLG's digital platforms, including websites
- Support SEO best practices to improve content visibility in search rankings and AI answer engines
- Contribute to the planning and delivery of engaging content and campaigns
- Develop and support educational and member-focused content for our e-learning platform (Moodle)
- Manage and enhance content within the member online discussion forum
- Support social media content and advertising creation in collaboration with the Digital Communities Executive
- Produce engaging email newsletters using Mailchimp, monitor performance and continuously improve effectiveness
- Identify and implement opportunities to grow and engage newsletter audiences
- Create and edit video content for use across digital channels
- Research and recommend new content formats, tools and trends
- Conduct content audits and use data insights to optimise content performance and user engagement
- Ensure online content is reviewed and updated regularly
- Work closely with internal and external teams and stakeholders to identify and develop new content opportunities

Communications and marketing support

- Ensure all content aligns with brand guidelines, tone of voice and organisational values
- Produce accessible, inclusive content for a wide and diverse audience
- Contribute to content planning and support delivery in line with communications and marketing objectives
- Monitor and report on the performance of content via analytics packages like Google Analytics
- Keep up to date with industry trends, tools and best practice in content, marketing and digital communications
- Provide support across wider marketing and communications activity as required

General

- Adhere to CCLG policies and procedures at all times
- Being proactive in reviewing and evaluating your own performance and identifying and acting upon areas for improvement and development
- Occasional evening and weekend work will be required to deliver events and meet stakeholder commitments.
- Occasional UK travel may be required, including overnight stays where necessary.
- The list of responsibilities outlined above is not intended to be exhaustive, and the post holder may be required to carry out other reasonable tasks or responsibilities under the direction of the line manager.

Key Relationships

- CCLG Communications Team and wider Engagement Directorate
- Wider CCLG staff team
- External stakeholders, including professional members, funded researchers and academics, those with lived experience of children and young people's cancer, and partner charities

Person specification

	Essential	Desirable
Qualifications, knowledge and experience	<ul style="list-style-type: none">• Experience of creating high quality written and visual digital content• Basic knowledge of SEO, content optimisation and analytics• Experience of using a website CMS platform• A relevant qualification or equivalent experience in comms, marketing or a related role• Knowledge and experience of digital design tools e.g. Canva, Adobe Creative Cloud• Experience of creating multimedia content (video, graphics etc)	<ul style="list-style-type: none">• Digital marketing qualification• Experience of writing newsletters• Knowledge of email broadcast software (e.g. MailChimp)• Understanding of accessibility in content creation• Experience of working in a charity or membership organisation• Knowledge/experience of e-learning platforms (e.g. Moodle)• Knowledge/experience of online community platforms (e.g. Discourse)

Skills, abilities and competencies	<ul style="list-style-type: none"> • Good IT skills with ability in Office365 (Word, Excel, PowerPoint, Outlook, Teams etc) and confidence in producing simple reports • Excellent writing, copyediting and proofreading skills • Self-motivated • Ability to manage multiple priorities and consistently deliver to tight deadlines • Excellence communication skills (written and verbal) • Highly organised and efficient • Reliable and professional in approach to work • Ability to work on own, and as part of a team, with minimum supervision • Ability to work cooperatively and effectively with others • Clos attention to detail and a high level of accuracy 	<ul style="list-style-type: none"> • Competency in social media tools for insights and analytics
Other requirements	<ul style="list-style-type: none"> • Creative and innovative approach • Enjoys creating engaging content • Commitment to CCLG's mission and values, and a compassionate understanding of the impact of children and young people's cancer on families. • Commitment to providing an inclusive, respectful experience for people from all backgrounds. 	

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