

Job title:	Digital Content Officer
Hours:	35 hours per week
Type of Employment:	Permanent
Team:	Brand, Music and Entertainment (Engagement Directorate)
Location:	Hybrid (minimum 4 times per month in London office)
Line Manager:	Digital Content Strategist
Direct Reports:	None

About this role:

The Digital Content Officer plays a key role in content development across Teenage Cancer Trust's website and social media channels – creating and adapting digital content to make sure each channel works as hard as possible to meet the charity's objectives.

You'll work closely with the young people we support and ensure their voices and needs are always front and centre, including regularly briefing and sourcing user-generated content. You'll also ensure we have a steady output of search optimised, storytelling and experience-led content published on our website in a clear, user-friendly and engaging format.

You'll have strong editorial instincts, with the ability to generate content ideas and spot interesting angles in stories to maximise engagement. You'll also be a strong copywriter and editor, able to follow a brand style and tone of voice, as well as advising on and supplying edits to multimedia content for digital channels.

We're looking for someone passionate about using digital content and storytelling to drive engagement, raise awareness and champion our services and the young people we support. If this sounds like you, we'd love to hear from you.

We have a flexible work culture, speak to us about how you can do this job flexibly.

What you'll be doing:

- Creating audience-led, social-first content that amplifies the voices of young people with cancer, families and frontline staff, motivates and inspires supporters, and raises brand awareness
- Working closely with young people with lived experience of cancer, supporting them to co-create content for our website and social media channels
- Drafting and editing on-brand, story-led copy to support young people with cancer and demonstrate Teenage Cancer Trust's impact across web, supporting social media channels and email

- Researching, sourcing and producing new SEO and GEO content for our website, and continually improving and optimising our existing content
- Updating website content as required, including removing/replacing content where consent has expired, and ensuring alignment with brand voice and key messages
- Adapting content for each channel to maximise engagement, working closely with colleagues across Policy, Fundraising, Creative, Health Information, Digital Products and other teams as needed
- Managing content creation, performance and output for our YouTube channel
- Managing monthly website and YouTube reports for internal and external stakeholders, applying insights and learnings to improve engagement
- Monitoring and analysing social media data using social analytics tools including Sprout or similar content management systems; you will create and present social media insights and recommendations to your team and senior internal stakeholders
- Managing relationships with our online community, engaging with relevant posts from young people and supporters
- Scoping opportunities and developing new channels as appropriate

What you'll bring to the team:

Essential skills and experience

- Strong copywriting and editorial skills with experience working on various digital channels including website, email and social media (including YouTube, Instagram, LinkedIn, Facebook and TikTok)
- Strong understanding of accessibility standards and best practice across web and social media
- Empathy for young people with lived experience of cancer including those sharing their stories
- A rigorous approach to managing wellbeing, risk and safeguarding
- Proven experience planning and implementing digital content campaigns
- Excellent keyword research, web and SEO analytics skills, ideally including knowledge of emerging trends in Generative Engine Optimisation (GEO)
- Confidence working with Content Management System (CMS) tools such as Drupal
- Strong people skills and ability to work collaboratively with colleagues and external stakeholders on fast-moving projects with tight deadlines
- Ability to convey key messages clearly and adhere to brand voice while adapting tone and content for different audiences
- Ability to work without supervision and using own initiative
- Demonstrable knowledge of current trends in digital content

Desirable skills and experience

- Confidence in presenting to large-scale, diverse audiences
- Charity experience welcomed but not essential
- Proven experience with graphic design and video-editing tools such as Canva, CapCut and/or Adobe Premiere

Our values

You will be committed to and will work in line with Teenage Cancer Trust's values: Determined, United, Spirited and Kind.

- Work in a **determined** way facing problems and getting things done.
- Be **united**, work with knowledge passion and respect.
- Be brave, believe in possibilities, be **spirited**.
- Be **kind**: see everyone's value, treat them as individuals and welcome their ideas.

Disclosure and Barring Checks (DBS)

At Teenage Cancer Trust we're committed to delivering a service to teenagers and young adults with cancer that is embedded in safeguarding and safe working practice guidance. As this role will moderate our social platforms which allows direct unsupervised access to the young people we support, it is subject to an Enhanced with Barred List Disclosure and Barring Service check.