

## **Directorate**

Fundraising, communications and engagement

## **Team**

Digital

## **Reporting manager**

Digital content manager

## **Direct reports**

None

## **Our charity**

We're Breast Cancer Now, the research and support charity. We're the place to turn to for anything and everything to do with breast cancer. However you're experiencing breast cancer, we're here.

The brightest minds in breast cancer research are here. Making life-saving research happen in labs across the UK and Ireland. Support services, trustworthy breast cancer information and specialist nurses are here. Ready to support you, whenever you need it. Dedicated campaigners are here. Fighting for the best possible treatment, services and care, for anyone affected by breast cancer.

Why? Because we believe that by 2050, everyone diagnosed with breast cancer will live – and be supported to live well. But to create that future, we need to act now.

## **Overview of the directorate**

The fundraising, communications, and engagement directorate at Breast Cancer Now is responsible for communicating, engaging, and fundraising to our key audiences across a range of channels; from people living with or beyond breast cancer and their loved ones, to supporters, corporate partners, policy makers and healthcare professionals. We create and deliver high-quality, engaging information and communications about breast cancer, the impact our work has and ways to engage with Breast Cancer Now. We're led by the voices of people affected by breast cancer and involve them and champion their views and needs across a range of communications and platforms.

We're working hard to build our brand to build awareness, trust, loyalty, passion, and affinity with people affected by breast cancer and to be here for everyone who needs us.

We're responsible for delivering c£40 million gross income annually through our fundraising. We fundraise through a broad portfolio of fundraising products, partnerships, and relationships, all with the aim of delivering sustainable income and valued relationships for supporters and for Breast Cancer Now for the long term. We work collaboratively across the charity to develop fundraising which shows the impact our supporters have and the change we want to see in breast cancer.

All our work, and our focus is so be here for anyone affected by breast cancer, with support for today and hope for the future.

Our directorate includes teams across:

- Brand, marketing, and communications
- Digital
- Press, PR and celebrity
- Individual engagement and supporter operations (incl. supporter experience)
- Community and events
- Corporate partnerships
- Philanthropy and special events

## Job purpose

As a digital content officer, you'll be an integral part of the digital product team at Breast Cancer Now. Our team is at the forefront of managing and enhancing the Breast Cancer Now digital ecosystem. We support all areas of the charity by providing expert advice, producing impactful web content, and ensuring our digital presence aligns with our users' needs and strategic objectives.

Your role involves designing, editing, and optimising compelling digital content across various channels, including our website, microsites, and Becca app. You'll be the driving force behind creating blogs, designing captivating landing pages, and creating webforms. Additionally, you'll serve as a primary liaison for stakeholders across Breast Cancer Now, offering guidance on content creation and maintenance while using your expertise in SEO and UX best practices to enhance content performance.

## Key tasks and duties

### Content production

- Develop engaging web content such as personal stories, landing pages, and webforms
- Assist the digital content manager in delivering content plans
- Innovatively repurpose existing content to maximise impact
- Ensure content is optimised for search engine optimisation (SEO) and user experience (UX)
- Provide training and editing support for content produced by other teams
- Conduct thorough quality assurance checks before content publication and maintain oversight of content within the content management system (CMS)
- Oversee organisation, tagging and categorisation of our digital content including on our CMS and digital asset management (DAM) system
- Maintain our content governance policies including content review processes and style guides

## **Insights**

- Collaborate with the digital analytics manager and use dashboards for stakeholder performance feedback
- Continuously review and optimise pages based on insights to improve content effectiveness

## **Working across teams**

- Work with digital content manager to establish a process for the team to make sure all requests are responded to in a timely manner and delegated
- Support staff in content creation and management, promoting digital literacy and best practices
- Collaborate with the digital engagement team to ensure timely delivery of digital content
- Empower staff to embrace digital initiatives and embed best practices into their projects and campaigns
- Train teams to use the CMS and on content design best practices

## **Strategy**

- Work in collaboration with the digital content manager to support delivery of content migration
- Work with the digital product team to support the delivery of content strategy and communications framework
- Implement content design strategies to prioritise a user centred approach in delivering digital experiences

## **General**

- Manage administrative tasks related to your role
- Contribute positively to team dynamics and represent the team and its services in a favourable light
- Foster an inclusive and respectful work environment, valuing diversity and respecting the contributions of colleagues from diverse backgrounds
- Attend internal and external meetings and training sessions as necessary
- Adhere to all Breast Cancer Now's policies and procedures
- Any other duties within the scope and remit of the role, as agreed with your manager

# Person specification

## Qualifications and experience

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Experience in producing web content, including personal stories, landing pages, and webforms	X	X
Experience in managing content within a CMS	X	
Experience using analytics tools such as Google Analytics	X	
Proven ability to develop and maintain relationships with key stakeholders	X	X
Understanding and application of SEO principles	X	X
Familiarity with UX concepts and best practices	X	X
Strong organisational skills with the ability to manage priorities and meet deadlines effectively	X	X

It's **desirable** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Experience using a CMS such as Drupal 7, 8 or Umbraco	X	
Experience in Agile project management methodologies	X	

## Skills and attributes

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Exceptional editing and proofreading skills	X	
Ability to craft engaging and impactful content that aligns with the charity's objectives	X	X
Strong interpersonal skills to build and maintain positive relationships with stakeholders	X	X
Understand the importance of following processes and championing governance	X	X

Ability to foster a digital mindset among stakeholders and empower them to embrace digital initiatives	<b>X</b>	
Be able to work independently and collaboratively with a team	<b>X</b>	
Be proactive and demonstrate initiative	<b>X</b>	

## Knowledge

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Solid understanding of UX principles to optimise digital experiences for users	<b>X</b>	
Knowledge of SEO strategies to enhance content visibility and reach	<b>X</b>	

It's **desirable** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Understanding of principles of content design	<b>X</b>	
Familiarity with object-oriented user experience (OOUX) methodology for advanced UX design considerations	<b>X</b>	

# Role information

## Key internal working relationships

You'll work closely with the following:

- Wider digital team
- Fundraising, communications and engagement directorate
- Policy and influencing team
- Nursing and health information team
- Services and services improvement team

## Key external working relationships

You'll work closely with the following:

- External agencies as and when required, which may include design and digital agencies

## General information

<b>Role location and our hybrid working model</b>	<p>This role is based in our Cardiff/Glasgow/London/Sheffield office. However, our hybrid working model allows you to work up to 3 days per week at home. The other days will be primarily based in:</p> <p>Tudor House, 16 Cathedral Road, Cardiff CF11 9LJ (open Monday to Thursday)</p> <p>Robertson House, 152 Bath St, Glasgow G2 4TB (open Wednesday and Thursday)</p> <p>Ibex House, 42-47 Minories, London EC3N 1DY (open Monday to Thursday)</p> <p>St James House, Vicar Lane, Sheffield S1 2EX (open Monday to Thursday)</p>
<b>Induction</b>	<p>It's important you have a positive induction experience and therefore, you'll be asked to consider coming into the office more frequently during your initial period of employment. This will enable you to get to know your manager and team colleagues quicker. This also allows you induction process to be meaningful and comprehensive, allowing for support to be provided more readily. Thereafter you will be able to follow the hybrid working model as described above.</p>
<b>Hours of work</b>	<p>35 per week, Monday to Friday</p>

<b>Contract type</b>	<p>12 month fixed term</p>
<b>Medical research</b>	<p>We fund medical research of which some may involve the use of animals. Our aim is to save lives and our research using animals is only when there's no alternatives.</p>
<b>Conflict of interests</b>	<p>You'll be obliged to devote your full attention and ability to your paid duties. You shouldn't engage or participate in any other business opportunity, occupation or role (paid or non-paid) within or outside of your contracted hours of work which could impair your ability to act in the best interests or prejudice the interests of the charity or the work undertaken.</p>

<b>Immigration, Asylum and Nationality Act 2006</b>	You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.
<b>Our commitment to equity, diversity and inclusion</b>	We're committed to promoting equity, valuing diversity and creating an inclusive environment – for everyone who works for us, works with us, supports us and who we support.



## How to apply guidance

We hope you choose to apply for this role. In support of your application, you'll be asked to submit your **anonymised** CV which means removing all sensitive personal information such as and for example, your name, address, gender, religion and sexual orientation. You're also asked to provide a supporting statement. When doing so please ensure you refer to the essential criteria on the person specification and clearly provide as much information as possible with examples to demonstrate how and where you meet the criteria.

Find out more about us at  
[breastcancer.org](https://breastcancer.org)

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