

JOB DESCRIPTION

Digital Engagement Officer (fixed term)

Reporting to:	Senior Digital Engagement Officer
Salary:	£27,965 per annum plus London Weighting if applicable
Direct reports:	None
Location:	Flexible – London hybrid or home-based within the UK with the expectation the postholder will travel to meet colleagues face to face once a month
Holiday entitlement:	27 days pro rata, plus three discretionary days between Christmas and New Year and statutory holidays
Terms of employment	Fixed term 6-month. Full time, 35 hours per week. Part-time working can be considered. This post supports the team with out of hours cover and will be required to work some evenings and weekends for which Time Off In Lieu will be given in line with the charity's policy

About Bowel Cancer UK

Bowel Cancer UK is the UK's leading bowel cancer charity. We're determined to save lives and improve the quality of life of everyone affected by bowel cancer. We support and fund targeted research, provide expert information and support to patients and their families, educate the public and professionals about the disease and campaign for early diagnosis and access to best treatment and care.

We currently have around 95 staff based in England, Wales Scotland and Northern Ireland. Thanks to the generosity of our community, we're in a privileged position to be able to grow our staff team to deliver our ambitious new strategy, On a Mission. There are huge challenges facing bowel cancer patients across the UK, and our community needs us now more than ever. We're building a strong and united team to bring us closer to a world where nobody dies of bowel cancer.

Job summary

The Digital Engagement Officer is a key member of the Marketing and Communications team and will support the day-to-day running and development of our digital channels. You'll work to drive engagement, reach new audiences and provide a smooth supporter experience.

You'll be writing and uploading content to our website, analysing performance, reporting back on learnings and developing plans for improvement. You'll also help run our email programme. This will involve managing our supporter newsletter, with the support of the Senior Digital Engagement Officer. It'll also cover growing our list of supporters consenting to hear from us, running testing plans and assisting other teams with their mass email needs.

You'll work closely with the Senior Digital Engagement Manager, Senior Digital Engagement Officer, wider Marketing and Communications team and colleagues across fundraising, policy, research and services to contribute to the digital elements of the marketing and communications strategy.

Main responsibilities

- Support the day-to-day running of the website, managing updates from across the organisation and ensuring continuous improvement and development to content, layout and structure
- Manage requests from outside the Digital Engagement team for simple updates to the website, email approval and so on. Escalating where needed
- Work with teams across the charity and the Senior Digital Engagement Officer to ensure all website content is fresh, up-to-date and in line with our key messages, style and tone of voice
- Contribute to implementing new forms, ensuring the consistent and safe collection of data
- Support and contribute to monthly, annual, campaign and ad hoc analysis and evaluation of the website to provide data-driven insights and recommendations
- Use analytics, monitoring/tracking tools and testing strategies to understand more about our how the website is being used and help optimise it for conversions and create an improved supporter experience

- Work across the charity to provide digital communications advice, support, expertise and training
- Collaborate on monthly supporter newsletters
- Contribute to Marketing and Communications plans for campaigns and projects
- Work with digital agencies when required, ensuring we maintain excellent relationships and work is completed on time and to budget
- Keep up-to-date with the latest trends, technologies, standards and developments in digital communications
- Share out of hours duties for our digital communication channels
- Carry out other duties as required by your line manager and the wider Marketing and Communications team
- Have fun and challenge yourself at work
- Take a collaborative approach to work and support other teams with their activities where appropriate

Person specification

Qualifications and experience

Essential

- Experience of working on websites eg writing copy, uploading content, designing user journeys
- Experience of one or more of the following:
 - email marketing
 - SEO
 - monitoring, evaluation and reporting on digital marketing

Desirable

- Experience of working for a charity or not for profit

Knowledge, skills and abilities

Essential

- Excellent copywriting and editorial skills with strong attention to detail
- Strong planning, project management and organisational skills
- Strong interpersonal skills and ability to build effective working relationships
- Understanding of Google Analytics 4 with the ability to produce reporting on key digital metrics

- Working knowledge of an CMS tool e.g., Drupal
- Ability to work to tight deadlines to a high standard
- Ability to manage a busy workload, keeping on top of multiple projects and prioritising effectively

Desirable

- Understanding of Google tag manager and Google Ad Grant
- Understanding of email marketing tools, for example Dot Digital or Campaign Monitor
- Experience setting up and running paid ads campaigns on Meta
- Understanding of GDPR and data protection concepts

Personal qualities

- A pro-active approach to work, contributing ideas to the team
- Creative and passionate about all things digital with an understanding of the latest trends, technologies and standards and a desire to learn while in the role
- Self-sufficient as well as able to work as part of a team
- Sensitive and empathetic when liaising with supporters, patients and their families
- A strong commitment to our work and empathy with the experiences of people affected by bowel cancer

Safeguarding:

Safeguarding is everyone's responsibility and we're committed to safeguarding children, young people and vulnerable adults and we expect all staff and volunteers to share this commitment.

Successful candidates may be subject to either a satisfactory, basic or enhanced disclosure from the Disclosure and Barring Service (DBS - UK), (PVG – Scotland) or Access (NI) dependent upon the role. There is no cost to you and will be processed on your behalf.