



## Job Description

### Job title: Digital Marketing Officer (Social-Media and Website)

|                         |                        |                         |         |
|-------------------------|------------------------|-------------------------|---------|
| <b>Directorate:</b>     | Income and Engagement, | <b>Team / Function:</b> | Digital |
| <b>People Manager?:</b> | No                     | <b>Direct Reports:</b>  | 0       |
| <b>Size of team:</b>    | Mgt Team:2<br>Team: 5  | <b>Grade:</b>           | I       |

### About the Job:

#### Job Summary

Our Digital Marketing Officer plays a key role within the Engagement, Marketing & Communications team to help us reach and inspire more people affected by pancreatic cancer. You will use your digital marketing skills and experience to achieve this, delivering a measurable, positive impact through our digital platforms.

You'll also collaborate with teams around the organisation to create engaging, user-friendly content and analyse insights to improve performance.

#### Main responsibilities

|                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Work with colleagues to create new pages on the website, advise on layout and content, and ensure brand/style guidelines are maintained.</li></ul>                              |
| <ul style="list-style-type: none"><li>• Work with teams across the organisation to monitor campaigns and other digital activity and provide recommendations for how to improve performance.</li></ul>                   |
| <ul style="list-style-type: none"><li>• Schedule content on our social media platforms at optimum times for our audience. Advising teams on what platforms are suited to their content.</li></ul>                       |
| <ul style="list-style-type: none"><li>• Managing the digital inbox and sharing emails to the relevant team member within digital.</li></ul>                                                                             |
| <ul style="list-style-type: none"><li>• Work with colleagues to create and send email campaigns, conducting checks and making edits where necessary.</li></ul>                                                          |
| <ul style="list-style-type: none"><li>• Regularly review and analyse insights from across our digital platforms to better understand audience needs and expectations and tailor their experience accordingly.</li></ul> |

|                                                                                                                                                                                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Use Google Analytics and other tools to track digital activity across platforms and produce regular reports for use around the organisation.</li> </ul>                                              |
| <ul style="list-style-type: none"> <li>• Support with delegated tasks from Social Media Manager who leads on the strategy.</li> </ul>                                                                                                         |
| <ul style="list-style-type: none"> <li>• Support the wider Digital team with social media management during busy periods.</li> </ul>                                                                                                          |
| <ul style="list-style-type: none"> <li>• Support the adoption of new digital platforms and technologies across the charity.</li> </ul>                                                                                                        |
| <ul style="list-style-type: none"> <li>• Maintain and update our social media best practice response guide, providing teams and external agencies with guidance on social media monitoring.</li> </ul>                                        |
| <ul style="list-style-type: none"> <li>• <b>Please note that job descriptions cannot be exhaustive, and all employees may be required to undertake other duties, which are broadly in line with the above key responsibilities</b></li> </ul> |

**Other things to note about this role are:**

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| <ul style="list-style-type: none"> <li>• May need to work the occasional late night or weekend and time off in lieu is available.</li> </ul> |
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## Person Specification

| Version 1     |            |     |                        |
|---------------|------------|-----|------------------------|
| Date Created: | 01/10/2026 | By: | Senior Digital Manager |
| Last Amended: |            | By: |                        |
| HR Approval   | 28/10/2026 | By: | HR Advisor             |

## About you:

To be successful in this role you will need the following:

| Qualifications & Experience     |                                                                                                                         | D | E |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------|---|---|
| 1.                              | Proven ability to deliver successful social media in a work setting.                                                    |   | X |
| 2.                              | Broad knowledge and understanding of digital marketing and an in-depth knowledge of current digital trends and tactics  |   | X |
| 3.                              | Proven experience using website content management systems such as WordPress to deliver seamless user experiences       |   | X |
| 4.                              | Experience of training staff in how to use digital tools and platforms                                                  | X |   |
| 5.                              | Knowledge and experience of the charity sector                                                                          | X |   |
| Skills & Abilities              |                                                                                                                         | D | E |
| 1.                              | Excellent IT skills, particularly Microsoft Office packages                                                             |   | X |
| 2.                              | Excellent copywriting skills                                                                                            |   | X |
| 3.                              | Proven ability in social media management                                                                               |   | X |
| 4.                              | Excellent organisational skills with the ability to manage demanding workloads and work to tight deadlines              |   | X |
| 5.                              | Proven ability to use email marketing platforms such as Dotdigital                                                      | X |   |
| Personal Qualities & Attributes |                                                                                                                         | D | E |
| 1.                              | Demonstrates initiative, embraces new opportunities, and actively contributes to continuous improvement and innovation. |   | X |
| 2.                              | A team player who is collaborative and supportive to colleagues                                                         |   | X |
| 3.                              | Ability to build strong working relationships with colleagues                                                           |   | X |

**D = Desirable / E = Essential**

All Employees are expected to:

- Show commitment to our vision, mission, and values: Courage, Compassion & Community and demonstrate this through their work and interactions internally and externally, and on our behalf.
- Be committed to furthering the aims of the organisation and to learning and developing their own skills to grow both themselves and the organisations capabilities.
- Respect our obligations and approaches to health and safety, data protection, equality and diversity and safeguarding compliance and best practice.
- To be responsible for looking after themselves and their health and to let us know if we are doing anything to affect or impact on this.
- Understanding and accept Pancreatic Cancer UK's policy on the use of animals in research which is in accordance with the AMRC.

**Version 1**

|               |            |     |                        |
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- To promote and safeguard the good reputation of the organisation and act in a way which is ethical and moral, and to not undertake any activities that will bring the organisation into disrepute.

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**Version 1**

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