

Head of Digital

Leukaemia UK – Our Charity

We are a 'small but mighty' charity with one big ambition: to stop leukaemia devastating lives. Over the next 10 years we want to help save and improve the lives of more people with leukaemia through finding and funding life-changing research.

Despite progress in recent decades, someone in the UK is diagnosed with a blood cancer every **16 minutes** and survival rates are among some of the worst of any cancer. And the physical and psychological impact can be lifelong.

Over the next 5 years we plan to increase our investment into ground-breaking world class research and policy development focused on improving access to kinder, more effective diagnosis, treatment and care for leukaemia and other blood cancers. To do this, we are embarking on a period of significant growth, investing strategically to grow our income, profile, influence, and engagement and impact.

We are looking for an experienced, driven and creative **Head of Digital** to join our small but nimble team to deliver insight focused digital communications, which drive our reach and engagement with the blood cancer community and the public.

Team

We are a close-knit team, who are all passionate about Leukaemia UK and putting those affected by the disease at the heart of everything we do. We are all focused on "keeping it real" with pragmatic, practical solutions, as well as ensuring that our charity gets the funding it needs to continue to help those diagnosed with leukaemia and other blood cancers.

From us you can expect all the laughter you can handle, as well as great challenge and support. We may not be about the corporate life here, but we are all about the delivering exceptional expertise and making a real change to people's lives.

As part of a small comms team, this role offers the chance to make a real difference to the charity through playing a key role in strategic development, as well as getting stuck in with projects in a more 'hands on' delivery capacity.

Leukaemia UK and You

You will have significant experience of leading a digital team to deliver impactful campaigns and achieve measurable results with your target audiences. With experience across a wide range of disciplines including digital marketing, email, website development and social media, you will be experienced at working with a variety of stakeholders and managing a busy workload to deliver successful programmes of work across multiple channels and audiences.

You will have an appetite to innovate and drive continuous improvement in our digital work and keep the charity at the forefront of developments in digital.

Skills and Experience

- ✓ Substantial experience working within digital communications and proven track record in leading digital campaigns to grow profile, engagement and/ or donations
- ✓ Experience of developing digital marketing strategies and leading digital marketing campaigns, ideally for fundraising and/or awareness raising campaigns
- ✓ Experience of leading on website content and development and SEO
- ✓ Experience of running email programmes and of wider CRM strategy
- ✓ Experience of writing creative communications for external and internal audiences that are on brand, creative and deliver results

Head of Digital

- ✓ Experienced with managing a range of stakeholders, working cross-functionally to develop digital strategies and deliver projects that meet the needs of the wider organisation
- ✓ A strong understanding of analytics and an ability to use data and other insights to improve performance
- ✓ Strong track record of delivering social media strategies and activities
- ✓ Ability to focus on impact and deliver outstanding results in a team environment
- ✓ Excellent planning, organisational and problem-solving skills with the ability to develop new approaches
- ✓ Management experience, ideally through both direct line management and managing freelancers / agencies.

Role specifics

Overview

This document sets out to define the specific roles and responsibilities for the above role within Leukaemia UK. The roles and responsibilities defined within this document should be read in conjunction with the contract of employment for the person defined within this role. The particulars in this document do not affect the Terms and Conditions of Employment.

Item	Description
Department	Communications
Reports to	Director of communications
Hours	Full-time 37.5 hours per week, Monday to Friday.
Salary Range	£50,000 – £60,000, dependent on experience
Core Job Description	<ul style="list-style-type: none"> • Lead the development of Leukaemia UK's digital work, providing expert input and guidance across the organisation alongside hands on implementation of key projects • Lead on Leukaemia UK's digital marketing strategy across all areas of the charity's work • Oversee the development of our email programme • Lead the development of our website content and SEO • Support the social media officer to develop and deliver our social media strategy • Lead on the digital elements on all major LUK campaigns and activities across brand, fundraising, research, awareness and advocacy • Manage the social media officer and a range of digital freelancers and agencies • Keep on top of key trends and advancements within the digital landscape, offering expert insight to the Senior Leadership Team

Specific Responsibilities

Digital Strategy and Planning

- Working with the Director of Communications, lead on and develop the organisation's digital strategy, with particular focus on how to best use our resources to support the charity's overall strategic objectives and drive growth
- Manage a range of stakeholders from across the organisation and externally to support the delivery of our digital activity, and report on progress. This includes planning and implementation, managing budgets and evaluation.

Head of Digital Digital marketing

- Lead the development of our digital marketing strategy to ensure integration across all activities and that we are maximising opportunities to increase profile, engagement and income
- Champion an iterative, test-and-learn approach to our digital activity, based on insights
- Ensure we are analysing data from our campaigns to inform future activity and reporting on this as needed
- Lead on the plans for the resourcing of our digital marketing
- Optimise the Google grant to reach more of the general public, ensuring impressions, click through rates and spend are maintained

Email strategy

- Oversee our email programme, with a particular focus on developing our understanding of current audiences and how we can best engage them, including planning and running quarterly email meetings with the wider organisation
- Lead on content planning, including the segmenting of different audiences as needed, testing and optimising on an ongoing basis
- Oversee the delivery and, alongside others, production of email content, providing training and support as required
- Oversee the development of our supporter journeys, as part of an ongoing CRM strategy
- Review email data and implement changes to increase engagement
- Play a lead role in our wider stewardship workstream and Salesforce integration

Website and SEO

- Lead on the development of our website content to provide an engaging experience for our wide range of audiences, working with colleagues from across the organisation to ensure all content is accurate and up to date
- Work with our digital agency to prioritise updates and improvements to the site and contribute to website development, particularly with regards to usability, accessibility and system functionality
- Provide training so we have a pool of people able to publish content on the website
- Ensure comprehensive analytics are in place and regularly reviewed to enable us to improve website performance, using the insights to inform content and channel planning, as well as track donations
- Develop an SEO and link building strategy that improves website health and attracts relevant traffic in order to support user acquisition targets.

Social media

- Oversee the work of the social media officer and support them in the development, delivery and evaluation of our social media strategy
- Ensure effective community management is in place and suitable guidelines to support this. To include reactive/ out of hours activity when required
- Keep up to date with latest developments in social media and exploring new platforms
- Review and analyse social media activity and use this analysis to improve future performance