

# Job Description: Digital Marketing Officer

General role information	
<b>Job Title:</b>	Digital Marketing Officer
<b>Reporting to:</b>	Digital Marketing Manager
<b>Salary Band:</b>	Band E
<b>Notice period:</b>	1 month
<b>Budget Responsibility?</b>	No
<b>Contract type?</b>	Permanent
<b>Direct Reports?</b>	No
<b>Client facing role?</b>	No
<b>Key stakeholders – internal?</b>	Yes
<b>Key stakeholders – external?</b>	Yes
About MSI Reproductive Choices	
<p>MSI Reproductive Choices UK (MSI UK) is looking for a Digital Marketing Officer to support on content marketing, SEO and PPC activities.</p> <p>MSI UK is an independent provider of NHS-funded sexual and reproductive health services, with over 60 clinics across England providing abortion, vasectomy and contraception services. MSI UK has not only been helping individuals with their reproductive health options in the UK for over 40 years, but we are also part of a global organisation working across 37 countries around the world. Only when choice is a reality for each of us, can we create a better, more equal world for everyone. We are proud to be a social enterprise that is changing the world for the better, as we reinvest and donate our profits towards creating a positive social change.</p> <p>As one of the world's leading providers of sexual and reproductive healthcare our aim is simple: to empower clients to make the reproductive choices that are right for them.</p> <p>At MSI UK our client-centred care philosophy means respecting our clients as active partners in their own service, caring about who our clients are, their experiences, and how they feel before, during and after they access care with us.</p> <p>MSI UK is committed to safeguarding. That includes promoting the welfare and safety of everyone involved in the delivery or receipt of sexual and reproductive health services, especially children, young people and vulnerable adults. We are committed to ensuring diversity, and equality for all within our organisation and encourage applicants from diverse backgrounds to apply. We expect all staff and post holders to share our values and commitments.</p> <p>We pride ourselves on having a Just and Learning culture and recognise that successes or mistakes are the product of many factors and our learning focuses on changing systems and processes to make it easier for people to do their jobs safely.</p>	

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## The department / team

### MSI UK Structure

The Digital, Data and Technology (DDaT) team in the UK business is made up approximately 40 colleagues. We have successfully delivered major DDaT change to benefit both MSIUK but most importantly our clients.

Over the last few years, we have made good progress across a number of digital initiatives. In 2023, we launched a new website to act as our digital front door to our clients. During 2020-2024 we completed significant shifts from on premise to cloud products, build of a data warehouse, automation of processes and so much more, all benefiting our clients access and experience.

Our DDaT vision for clients is to 'Deliver a seamless, digitally-enhanced user journey to ensure patients are informed, supported and empowered'.

The DDaT team encompasses the following areas:

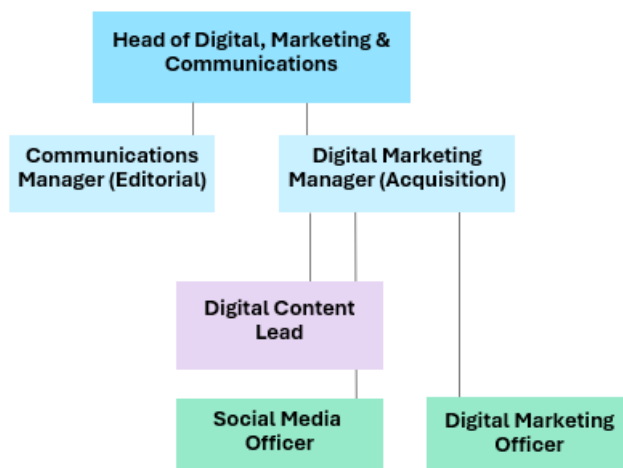
- Portfolio Delivery
- Digital, Marketing and Communications
- Business Intelligence
- IT/ Technology
- Product Team

### The Digital, Marketing and Communications unit

The Digital Marketing Officer will work within the Digital, Data and Technology directorate, under the Head of Digital, Marketing and Communications. The role will be line managed by the Digital Marketing Manager.

**The focus of the Digital Marketing Officer is to support the delivery of our digital campaigns and grow our online presence, using the website, SEO, and PPC to deliver impactful digital marketing activity. You'll work across channels to engage our audiences, support campaign delivery, and help us reach more people with our message.**

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## MSI Global

Being part of a global organisation, MSI UK and MSI Global have a shared audience in the UK. While the primary goal of the global brand is to build global brand awareness to support fundraising goals for our international work, MSI UK's goal is to ensure that anyone looking to access reproductive healthcare services is aware of MSI UK as an NHS-funded provider. Furthermore, MSI UK campaigns and advocates to improve access to reproductive healthcare in the UK, using a results-based approach to advocacy.

## The role

As a Digital Marketing Officer, you will play an essential role in building awareness of MSI UK as an NHS-funded reproductive healthcare provider in the UK, and ensuring that our clients can find engaging, accessible and up-to-date information about our services online. You will also support the communication of our advocacy work, sharing content about MSI UK's work to improve access to reproductive healthcare and advocate for abortion rights in the UK.

This will involve:

- Working as part of the Digital Marketing and Communications team on website content that provides essential information about abortion, contraception and vasectomy services and supports people accessing care with MSI UK
- Support on digital marketing workstreams, including SEO, PPC and content marketing.
- Ensuring that our online listings (our clinic listings on e.g. the NHS website and Google and Apple Maps) are up-to-date, as well as finding opportunities for new digital listings for MSI UK's clinics and services.

The role-holder will be a brand guardian, ensuring that the look and feel of our owned channels is consistent with the global MSI Reproductive Choices brand, while still relevant and engaging to the audience in the UK.

We operate a hybrid working model that provides our colleagues with the flexibility to work both at home and within our offices (mainly London and Bristol).

## Key responsibilities

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## SEO and website optimization:

- Conduct keyword research and implement on-page and off-page SEO strategies to improve visibility and organic traffic.
- Create and optimize content based on SEO insights, ensuring proper use of metadata, alt tags, headings, and internal linking.
- Regularly audit website content and technical performance to identify areas for improvement.
- Monitor SEO trends, algorithm updates, and competitor performance to refine strategies.

## PPC and digital advertising:

- Assist in planning, executing, and optimizing paid media campaigns across Google Ads and social platforms.
- Conduct keyword research and create compelling ad copy tailored to target audiences.
- Work closely with the Digital Marketing Manager to manage the relationship with our PPC agency.

## Online listings:

- Ensure information about the organisation, clinics and services on key non-owned external communications channels is up to date and helps people access our services.
- Manage Google My Business, Apple maps, NHS and other online listings, updating and reviewing clinic information in order to optimise local digital visibility.
- Make recommendations on new third-party online listings platforms MSI UK should have a presence on.

## Analytics and Reporting:

- Track and report on website, content, and campaign performance using tools like Google Analytics, Google Search Console, and other analytics tools.
- Provide data-driven recommendations to improve digital marketing effectiveness.
- Support the development of dashboards and reporting frameworks.

## Key Skills and Experience

### To perform this role, it is **essential** that you have the following skills:

- Proven experience in digital marketing, content creation, or related roles.
- Strong knowledge of SEO principles, PPC management, and content marketing strategies.
- Hands-on experience with Google Analytics, Google Ads, SEO tools (e.g., SEMrush, Search Console).
- Excellent copywriting and editorial skills with an understanding of digital audiences.
- Basic knowledge of HTML, CSS, and CMS platforms (e.g. WordPress).
- Some graphic design or video editing skills (e.g. Adobe Creative Suite, Canva).
- Strong analytical and problem-solving skills.
- Ability to work independently and manage multiple projects effectively.

### To perform this role, it is **essential** that you have the following experience:

- At least two years' experience working in digital/communications or marketing teams
- Experience of supporting and implementing digital marketing and communication plans.
- Digital marketing and communications delivery focus.

### To perform this role, it is **desirable** that you have the following experience:

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- Experience within healthcare environment
- Previous experience in the charity sector

## Formal Education/qualification

To perform this role, it is **desirable** that you have the following qualifications:

- Degree in Marketing, Communications, Digital Media, or a related discipline (or equivalent practical experience).
- Professional certifications such as Google Ads, Google Analytics, or HubSpot Inbound/Content Marketing.
- Completed a Level 4 or 6 Digital Marketing Apprenticeship or diploma from CIM, IDM, or similar is a plus.

## Personal Attributes

We recruit talented, dynamic people with diverse backgrounds and experiences, all united by a belief in our mission and a focus on delivering measurable results. We're proud to be an equal opportunities employer and are committed to creating a fully inclusive workplace, where everyone feels able to participate and contribute meaningfully. You must be open-minded, curious, resilient, and solutions-oriented, and be committed to promoting equality, and safeguarding the welfare of team members and clients alike.

**For this role, we're looking for an individual who:**

- Is pro-choice and supports and adheres to MSI's vision and goals.
- Is dynamic and creative with the ability to show initiative.
- Is a team player, providing support and encouragement to colleagues.
- Is organised and process oriented, with an attention to detail and the ability to prioritise workload.
- Is customer focused, responsive to changing priorities and demands.
- Has strong communication skills.
- Has the ability to analyse complex problems in a structured manner whilst working under pressure.
- Is focused on delivery with a 'can do' approach.
- Demonstrates MSI team member behaviours and professional self-development.

Please note that you may also be required to carry out reasonable additional ad-hoc duties, at the request of your line manager.

## Signature

By signing below, you indicate that you have read and agree to this job description.

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<b>Full name:</b>	
<b>Signature:</b>	
<b>Date:</b>	

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