

SENIOR DIGITAL CONTENT OFFICER JOB DESCRIPTION

Job Title:	Senior Digital Content Officer
Location:	Hybrid working with a minimum of one day a week to be worked in our Covent Garden office in London.
Reporting To:	Public Fundraising and Marketing Lead
Hours:	24 hours a week, with working pattern to be agreed with successful candidate. It will include evening and weekend work where necessary.
Contract:	Permanent
Travel:	Regular national travel with chance of international travel where necessary

Overview

Race Against Dementia is a global charity founded by three-time Formula 1 World Champion Sir Jackie Stewart OBE to find preventions, treatments and cures for dementia – faster.

We fund and support pioneering early-career scientists around the world, giving them the tools, mentoring and Formula 1-inspired mindset to accelerate breakthroughs. From the UK to the USA, Australia to South Africa, our researchers are rethinking how dementia research is done – applying data science, AI and engineering to neuroscience in bold, collaborative ways.

This role sits within our small, ambitious Fundraising and Marketing team, helping to tell our story, engage supporters and champion the impact of our work across digital channels.

Purpose of the Role

The Senior Digital Content Officer will create engaging, high-quality content that grows Race Against Dementia's digital presence, deepens supporter engagement and drives fundraising and awareness campaigns. Working closely with the Public Fundraising and Marketing Lead, they will manage our day-to-day digital channels and bring our research, supporters and impact to life through compelling storytelling.

Duties and Responsibilities

Channel management

- Support the Public Fundraising & Marketing Lead to manage Race Against Dementia's key digital marketing channels, ensuring content is engaging, timely and aligned with our brand.
- Produce and manage an integrated content calendar across social media, website and email channels, balancing planned campaigns with reactive opportunities.
- Schedule, publish and optimise content across our social media platforms (Instagram, Facebook & LinkedIn).
- Lead day-to-day community management, responding to comments and messages, encouraging meaningful conversations and escalating enquiries where appropriate.
- Monitor social media trends, news and emerging conversations, identifying opportunities for Race Against Dementia to join relevant discussions.
- Prepare and publish website stories and campaign content, ensuring pages remain accurate, engaging and up to date.
- Ensure all digital content is optimised for accessibility, SEO and platform best practice.

Content creation and management

- Create compelling, timely and audience-focused content to support fundraising, awareness and brand campaigns across digital channels, using tools such as Canva, Hootsuite & Mailchimp.
- Produce high-quality multimedia content, including short-form video, photography, graphics, animations and written copy.
- Develop and maintain a strong visual identity across our digital channels, producing templates and creative assets that reflect our brand.
- Work closely with researchers, supporters, corporate partners and ambassadors to capture authentic stories that demonstrate the impact of our work.
- Maintain digital asset libraries and ensure content is organised and easily accessible across the team.
- Lead on story gathering, building and maintaining a library of supporter, researcher and fundraiser stories, photography and case studies, ensure content produced aligns to our tone of voice.

Digital performance

- Monitor and report on the performance of content on digital channels, providing regular insights and recommendations to improve engagement, reach and conversions.
- Track key metrics across social media, website and email marketing, using data to inform future content planning.
- Conduct basic A/B testing and content optimisation where appropriate.

Other Duties

Carry out any other duties as required by your manager, Director, CEO and Board of Trustees including:

- To attend, where appropriate, local, regional and national meetings/events.
- To maintain a good knowledge of national and local initiatives which are of benefit to Race Against Dementia.
- To administer your own workload, including meeting targets and deadlines in line with the Race Against Dementia appraisal system.

- To attend relevant CPD training events as required.
- To undertake responsibility, as part of the team, for all Health and Safety work related matters.
- To work within the guidelines of Race Against Dementia's policies and procedures.

All team members are expected to uphold and actively demonstrate Race Against Dementia's values and purpose, fostering a culture of integrity, innovation, and shared ambition to accelerate progress in the race against dementia.

This is not intended to be an exhaustive list. Your job description may be subject to change.

Date last updated: September 2026

SENIOR DIGITAL CONTENT OFFICER PERSON SPECIFICATION

• Experience creating engaging digital content across social media, websites and email.	Essential
• Experience managing social media channels and online communities.	Essential
• Strong copywriting and storytelling skills, with excellent written English and attention to detail.	Essential
• Experience creating visual content using design tools (e.g. Canva or Adobe Creative Suite) and producing short-form video.	Essential
• Strong organisational and time management skills, able to manage multiple priorities and meet deadlines.	Essential
• A creative and proactive approach, with confidence to work independently to develop engaging content that reflects the organisation's brand, tone of voice and values.	Essential
• Experience using website content management systems (CMS).	Essential
• Excellent interpersonal skills, with the ability to build relationships and collaborate with colleagues and external partners.	Essential
• Ability to analyse digital performance data and use insights to improve content.	Desirable
• Knowledge of SEO, accessibility and GDPR best practice for digital communications.	Desirable

These competencies and behaviours will be used to assess applications and at interview stage. Only candidates who can clearly demonstrate they meet all the essential criteria will be considered.

YOUR EMPLOYMENT

We are a small, ambitious charity with a big mission. Our team works closely with scientists, funders, partners and supporters in the UK and internationally, and we pride ourselves on being collaborative, values-led and outcome-focused.

Working at Race Against Dementia means being part of a passionate, high-performing team where your work has clear purpose and tangible impact.

What can we offer you?

- A meaningful role contributing directly to the race against dementia, with clear sight of the impact of your work.
- You will be joining a team who put people first and will make you feel valued, help you to learn and support you to thrive in your role and within the charity.
- Monthly in person team meeting days where we take a break from the screens, reflect on the last months, plan ahead and use the day to work collaboratively.
- Opportunity to work closely with senior leaders, trustees and high-profile supporters.
- Hybrid working with an office in central London.
- A pension salary sacrifice option.
- Pension contribution.
- 25 days holiday a year, plus eight English public holidays (and we encourage you to use them all!).
- Free health insurance.
- Death-in-service insurance.
- Learning and development budget and support.
- A collaborative, inclusive environment where ideas are encouraged and initiative is valued.

Equality, Diversity and Inclusion Statement

Race Against Dementia aims to be an inclusive organisation where the individuality of every person is treated with respect. Race Against Dementia is committed to eliminating discrimination in any form. This means that all staff, volunteers and everyone with whom we come into contact with will be treated with dignity, equality, fairness and respect and no one will receive less favourable treatment.

Safeguarding Statement

Race Against Dementia is committed to safeguarding and protecting vulnerable adults, children and young people. All our posts are subject to a safer recruitment process, including the disclosure of criminal records and vetting checks where appropriate. We have policies and procedures in place that promote safeguarding and safer working practices across the organisation.