



<b>Job title</b>	Social Media and Content Manager
<b>Directorate</b>	Public Fundraising and Engagement
<b>Accountable to</b>	Associate Director of Public Fundraising and Engagement
<b>Responsible to</b>	Senior Digital Manager
<b>Responsible for</b>	Social Officers x2

## About Us

The Royal Marsden Cancer Charity raises money solely to support The Royal Marsden, a world-leading cancer centre. We ensure our nurses, doctors and research teams can provide the very best care and develop life-saving treatments, which are used across the UK and around the world.

From funding state-of-the-art equipment and ground-breaking research, to creating the very best patient environments, we will never stop looking for ways to improve the lives of people affected by cancer.

We are a very ambitious organisation which has gone through transformational growth over the past five years. Alongside funding an existing programme of world-leading research, treatment and care, the Charity completed its largest capital appeal to date, successfully raising £70 million to build the Oak Cancer Centre at the hospital's Sutton site, which opened in summer 2023.

We have exceeded our fundraising targets, over the past three years, raising over £90m against a target of £83m and making over £82m in funding available to The Royal Marsden. However, with one in two of us expected to develop some form of cancer, it is essential that we go even further in our fundraising efforts to support the essential work of The Royal Marsden. Therefore, we have recently launched our most ambitious strategy yet, that will see us raising at least £215m over the 5-year period.

The Charity is committed to raising £150 million, through a major fundraising appeal, for a new major development project in Chelsea, which will launch in 2024/25. There is also an extensive portfolio of engaging projects outside of the capital appeals, that help to support all aspects of the hospital's work to improve the lives of cancer patients.

## Our Values

We know that to succeed it is critical to work collaboratively, with a set of shared behaviours that guide and govern how we work every day. In consultation with our staff, we have defined five Values which we believe are central to who we are and how we work and we are committed to living them daily.

We are:

### **Respectful**

We believe in a safe, supportive workplace, seek the expertise and contribution of others and are mindful of the needs of our supporters and stakeholders.

### **Kind**

We are caring, responsive, considerate, and generous with our time.

### **Ambitious**

We have high aspirations and are enterprising in our approach.

### **Purposeful**

We make informed decisions which support our agreed priorities, showing desire and determination to achieve our goals to make a tangible difference.

### **Versatile**

We explore alternative solutions and respond positively to new opportunities to maximise our impact.

## The Digital and Marketing team

Working for us offers you a challenging and rewarding career, as well as the chance to really improve the lives of those living with cancer.

Our creative and supportive team is responsible for The Royal Marsden Cancer Charity website, email, social, paid advertising and more.

This is an exciting time to join our growing Marketing and Digital team as we shape and improve the charity's approach to marketing planning and campaign development and begin work to significantly increase awareness of The Royal Marsden Cancer Charity.

## Job purpose

The Social Media and Content Manager is responsible for the social media profiles and content for The Royal Marsden Cancer Charity. This is a key role in the Charity Marketing and Digital team working closely with colleagues across the organisation to plan, produce and manage sector-leading content that resonates with our audiences.

The post holder will manage content across multiple channels and platforms and possess a deep understanding of the content process through ideation, creation, publication, and

promotion, serving appropriate content at the right time to support the needs of our audience and to meet Charity objectives. They will be accountable for sourcing content from across the organisation, meeting with clinical teams and others on a regular basis to generate content from interesting stories and world-leading discoveries.

The Charity Social Media and Content Manager will manage a busy content calendar with multiple competing priorities, measuring and evaluating social media activity using analytics packages and providing support to create and run social advertising campaigns when needed. They will use digital tools to help get the job done including, but not limited to, Trello, Sprout Social, Google Analytics, and Facebook Ads Manager.

The postholder will be responsible for occasional out of office hours monitoring of our social media channels, and there will also be the need for occasional weekend and evening work to cover priority events that necessitate social media coverage in ‘real time’.

## Working relationships

This role would work across the organisation, creating strong working relationships with every team and helping to improve and innovate within each campaign. Key relationships would be with the Digital and Marketing team, fundraising teams, PR and The Royal Marsden Hospital Digital and Marketing teams.

## Key areas of responsibility

### 1.1. Strategic direction and reporting

- Lead the development of a Social Media strategy with the aim of achieving growth across existing and future social media channels
- Monitor content and technology trends within the social media space and make recommendations for innovation and new content types.
- Identify social media opportunities through horizon scanning, putting to use our existing multimedia content and assets.
- Provide regular reports on our social media activity to key stakeholders, including actionable insight and recommendations for continuous improvement.
- Provide regular written updates to the leadership team about our current and future social media activity.

### 1.2. Social media management and delivery

- Lead the day-to-day operational delivery and management of The Royal Marsden’s social media channels.
- Plan and programme daily social media content, including a mix of planned, evergreen and reactive content. Utilise a range of content planning tools, such as calendars and planning boards to maximise organisational efficiency in delivering a high-quality social media presence.
- Create and manage social media posts and campaigns, in collaboration with the PR & Comms and Marketing & Digital teams, sharing best practice and insight from analytics data to continually improve performance and engagement.
- Work with the Senior Digital Manager to manage our paid advertising programme and work with our digital marketing agency on delivery of these campaigns.

### 1.3. Monitoring and awareness

- Be accountable for managing our reputation on social media, maintaining consistent on-brand messaging in accordance with Charity brand guidelines, evolving those for the medium as appropriate.
- Monitor, listen and respond to members of our online communities in a sensitive and timely fashion, following relevant protocols to escalate comments and complaints as necessary.

- Ensure that The Royal Marsden Cancer Charity is visible to key influencers through creating and publishing exciting content demonstrating where we fund world leading cancer research, diagnosis, treatment, and care.
- 1.4. **Building internal knowledge and stakeholder management**
- Manage the Social Media and Content Officers and work with them on the management of our social media channels and schedule
  - Work closely with the Charity Marketing & Digital team and Trust colleagues to further develop our content strategies.
  - Be passionate about championing social media and increasing social media literacy within the Charity sharing best practice
  - Provide support and advice to the wider marketing and communications teams on the effective use of social media, as well as to colleagues across the hospital.
- 1.5. **Time management and team support**
- Manage a varied workload with conflicting agendas, setting and negotiating priorities as appropriate.
  - Provide support for the Marketing and Digital team, as well as any other duties as required commensurate with the level and nature of this post.

This job description is intended as an outline of the general areas of activity within the job role. It will be amended from time to time in the light of the changing needs of the organisation.

## Person Specification

<b>Candidates must be able to demonstrate</b>	<b>Essential (E) or Desirable (D)</b>
<b>Qualifications &amp; Training</b>	
Professional qualifications or training in project management, digital publishing and any related software or technology	Desirable
<b>Experience and knowledge</b>	
Experience managing social media, preferably within a healthcare charity, with a medium to large social audience	Essential
Experience in running social media advertising campaigns on multiple channels	Essential
Professional digital publishing experience (using content management systems and social media publishing tools)	Essential
Proven experience of managing content calendars and planning content across multiple channels and audiences	Essential
Experience of developing, managing, and implementing content strategy across multiple channels and audiences	Essential
Experience of reporting on social media KPIs to senior colleagues and regularly adapting strategies in light of on-going performance.	Essential
Editorial experience within a health/science organisation or a charity	Desirable
Experience of introducing new processes and innovation within the context of social media and content production	Desirable
<b>Key competencies</b>	
An excellent understanding of social media and how it integrates with other digital communications	Essential
Excellent copy-editing and proofreading skills and an excellent understanding of the English language	Essential
Ability to understand complex subjects and make them easily understandable for audiences who do not have specialist knowledge	Essential
A broad understanding of copyright and data protection law	Essential
Ability to work under own initiative, with colleagues across an organisation and with third-parties	Essential
Strong communication, networking and stakeholder management skills	Essential
Ability to be adaptable and flexible to manage multiple projects in a fast-paced, deadline-driven environment	Essential
Ability to measure, interpret and explain digital metrics (Google Analytics / native social analytics)	Desirable
Working knowledge of video editing software	Desirable

The above criteria are necessary for this post and will be used when shortlisting applicants for interview and throughout the recruitment and selection process.

## Conditions of service

<b>Salary</b>	£39,500 - £42,600 per annum
<b>Contract Type</b>	Permanent
<b>Hours of work</b>	37.5 per week. Some occasional weekend and evening work may be required to cover events.
<b>Location</b>	Hybrid working, with a mix of office and home working, based at our Chelsea site, with occasional working from Sutton site
<b>Benefits</b>	27 days annual leave allowances, contributory pension scheme, life insurance, enhanced maternity and adoption pay, employee assistance programme, subsidised canteens, flexible working and more.  Refer to our summary of benefits information attached, and on our website for further details

## Diversity and inclusion

The Royal Marsden Cancer Charity believes in treating people fairly with respect and dignity, and in valuing diversity. We believe that a diverse workforce allows us to deliver on our mission to ensure our nurses, doctors, researchers and supporting staff can provide the very best care and develop life-saving treatments for cancer patients.

We believe everyone has the right to live their life without fear and prejudice and contribute to society in a way which is authentic to them.

It is this core belief that underscores our commitment to providing equal opportunities for all staff and volunteers at the Charity. Our aim is to foster a supportive culture which values the contribution of each member of the team regardless of their age, sex, gender reassignment, sexual orientation, marriage or civil partnership, pregnancy and maternity, disability, nationality, race, religion or belief.

Ultimately, our aim is to create a workforce which is representative of the people we exist to support, whilst contributing to the creation of a more equitable, diverse and inclusive charitable sector.

## Summary of Benefits

### Work Environment

- Bright modern office in Chelsea, a short walk from South Kensington station.
- Our Sutton office is based in the heart of the hospital, alongside staff and patients. A shuttle service to and from Sutton station is provided in the morning and at the end of the day.
- On-site subsidised canteens.

### Pay and Pension

- Competitive salaries benchmarked against the market with annual increases.
- Auto- enrolment in our Aviva pension scheme from day one.
- Up to 6% employer contributions subject to matched contribution from you (increasing with length of service).

### Work-Life Balance

- Enhanced occupational maternity and adoption leave and pay.
- Flexible working options to support those with caring responsibilities

### Holidays and Time Off

- 27 days annual leave per annum plus UK bank holidays (pro rata for part time staff)
- Entitlement rising to 29 days (pro rata for part time staff) after five years' service.
- Opportunity to carry over 5 days (pro rata for part time staff) into following annual leave year.

### Health and Wellbeing

- Self -referral to a confidential counselling service for work related or personal reasons.
- Access to an employee assistance programme designed to save you money and improve your physical, financial, and mental health and wellbeing.
- Free sight test every two years and contribution towards any glasses required for work purposes.
- Generous paid sick leave based on service.
- For members of our pension scheme, we offer life insurance of twice your annual salary subject to the rules of the scheme.

### Flexible Working

- Hybrid working for most roles which allows you to work from the office 40% of your time and from home for 60% of your time each month.
- Flexible working hours for most roles which allows flexibility outside of our core hours of 10am to 4pm.
- Provision of laptop to work from home.