



Job title	Social Media and Content Officer
Directorate	Public Fundraising and Engagement
Accountable to	Head of Marketing and Digital
Responsible to	Social Media and Content Manager

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 has recently completed its largest capital appeal to date, successfully raising £70 million to build the Oak Cancer Centre at the hospital's Sutton site.

We are now working closely with the hospital on plans for a new major redevelopment project to launch in 2023-24. 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.

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

We are looking for a highly motivated and organised Social Media and Content Officer with a background in marketing. The successful candidate will be a proactive worker and able to demonstrate strong communication and collaboration skills. They will play a crucial part in building and maintaining our online presence.

Supported by the Social Media and Content Manager and Senior Digital Manager, they will work closely with colleagues across the organisation to manage our social media presence. They will use their creativity and strong copywriting skills to work with members of the Fundraising and PR teams to develop engaging content for our social channels and continue to grow our presence online.

This role would be a good fit for someone enthusiastic about learning more and creating exciting social media content. We are looking for strong copywriting skills and experience working on social media campaigns. This role works across teams, in close partnership with various stakeholders, and requires a collaborative and positive approach.

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. Planning and delivery on social media content

- Supporting on the planning and delivery of organic social media campaigns across all aspects of the charity's work
- Working with the digital team to create campaigns and communication plans across all our channels and aligning with our paid activity, email communications and blog to create a multichannel approach
- Supporting busy content calendars and managing email production schedules.
- Working with the digital team, in particular the Digital Officer to bring our case studies and supporter stories to life and publicise these across our platforms
- Liaising with internal teams on the development and roll-out of media stories.

1.2. Monitoring our online presence and community building

- Monitoring our social channels, responding to our audience and proactively searching for opportunities for conversation and interaction
- Working with patient influencers, celebrities and working with the Social Media and Content Manager to build an influencer network.

1.3. Content creation and trends

- Supporting the Social Media and Content Manager in upskilling teams across the organisation, increasing their knowledge and understanding of social content and how to use our channels.
- Monitoring social media trends and spotting opportunities that could build on and develop our audiences and content
- Working with colleagues to think creatively and produce bold, engaging content that works across multiple communications channels.

1.4. Analysis and reporting

- Working with colleagues and existing data and insights to understand our supporters needs and behaviours. Use this information to develop content which is engaging, informative, accurate and meets their needs.
- Supporting the Social Media and Content Manager on the project management, testing and implementation of new content ideas and uptake of new social media trends and content ideas
- Safeguarding the integrity of The Royal Marsden's Cancer Charity's communications programme, ensuring it complies with data protection regulations and any other applicable legislation.
- Analysing our social performance and reporting back to the Social Media and Content Manager and wider team on our ongoing performance
- Performing tests and sharing insights, findings, and best practice with teams to ensure people understand what is working well and how this can improve their areas of work.

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

Candidates must be able to demonstrate	Essential (E) or Desirable (D)
Experience and knowledge	
Experience creating content (including Reels for Instagram) for and managing social media channels, including Facebook, Instagram, Twitter, YouTube and LinkedIn	Essential
Experience with social media reporting tools	Essential
Knowledge and understanding of social media best practice and following latest trends	Essential
Experience of digital planning and collaboration tools such as Trello, Microsoft Teams.	Desirable
Experience of working in a large, complex organisation such as the NHS, or a health/science organisation.	Desirable
Experience of testing new content ideas, and improving existing content, for social channels	Desirable
Key competencies	
Excellent writing, copy-editing and proofreading skills, with an eye for detail and a strong command of the English language.	Essential
Knowledge and understanding of digital technologies, an interest in social media and commitment to continuous professional development and learning.	Essential
Ability to communicate, collaborate and build good working relationships.	Essential
Ability to work proactively, bringing energy and creative ideas and managing content for different channels concurrently	Essential

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

Salary	£28,000 - £32,000 per annum
Contract Type	Permanent
Hours of work	37.5 per week. Some occasional weekend and evening work may be required to cover events.
Location	Hybrid working, with a mix of office and home working, based at our [Chelsea or Sutton] site, with occasional working from [Chelsea or Sutton] site
Benefits	<p>27 days annual leave allowances, contributory pension scheme, life insurance, enhanced maternity and adoption pay, employee assistance programme, subsidised canteens, flexible working and more.</p> <p>Refer to our summary of benefits information attached, and on our website for further details</p>

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 equipment needed to work comfortably from home