

worldwide cancer research

We're looking for a Communications and Content Manager (Fixed Term)

Salary: Circa £34k

Base: Central Edinburgh

Hours: Fixed term until mid-November 2022. The working week will be 35 hours with core working hours between 10am and 3pm, Monday to Friday with a one-hour lunch break. A flexible working policy is offered. The office will be open from 7am – 7pm daily. From 19 October 2021, the office will reopen and an initial test of hybrid working will begin. All full-time, office-based staff will be required to work at least two days per week in the office. This is subject to 10-3 core hours.

Benefits: Pension scheme with a 10% employer contribution. 33 days paid holiday annually, plus four public holidays as paid leave days each year over Christmas and New Year. A Cycle to Work scheme is available.

Who are we? Worldwide Cancer Research is the UK charity that will end cancer by starting cancer cures worldwide. 1 in 2 people in the UK will be diagnosed with cancer in their lifetime. For us, that's 1 in 2 too many. Being a small, spirited charity with a global reach allows us to be open, honest, and personal with our supporters and fund the world's best science.

To help start cancer cures and save lives, we are looking for a Communications and Content Manager to join our Brand Team. Scientists across the world are ready to conquer cancer, are you?

Key information about the role

If you have significant experience in effectively planning, developing, writing, and delivering content and social media strategies to increase brand visibility and consistency amongst the general public, then this is the role for **you!**

How to apply

- **Please email your tailored CV (no more than two pages) and covering letter outlining your suitability for this role to recruitment@worldwidecancerresearch.org**

- **There is also a task the panel would like you to complete: Please write a 'Buzzfeed' style article on the top five things we should know about you! Please send this with your CV and covering letter.**
- **Closing date is 12 October 2021, 12 noon.**
- **Interviews will be held by video conferencing over 26 and 27 October 2021.**
- **Please note your covering letter will be key to the success of your application.**

Additional information

Worldwide Cancer Research will hold applicant data on file for six months after the end of the relevant recruitment process. At the end of that period your data is deleted or destroyed.

For administrative purposes, please state where you first saw this job advertised.

Please view our recruitment privacy notice at

<https://www.worldwidecancerresearch.org/our-organisation/careers-at-worldwide-cancer-research/>



Post: Communications and Content Manager (Fixed Term)

Reporting to: Head of Brand

Key contacts/relationships:

External: Agencies, Contributors, Partners, Curestarters, Stakeholders, Suppliers

Internal: All members of Team Worldwide

Purpose:

The Communications and Content Manager is responsible for effectively planning, developing and delivering the content and social media strategies, based on the charity's specific goals and objectives to increase brand visibility and consistency among the general public.

Key responsibilities:

Content management and creation

- Develop and deliver the content strategy to position Worldwide Cancer Research as the charity which starts cancer cures.
- Seek out existing content that serves the target audiences and lead the planning, creation and delivery of that content across all channels.
- Identify gaps and develop, create, produce and publish inspiring and engaging new content across all channels.
- Develop a content calendar and ensure creation of content is consistent, timely and in line with the content strategy strands.
- Ensure all content produced is on brand, consistent in terms of style, quality and tone of voice, and optimised for search and user experience for all channels.
- Manage agencies, guest contributors, graphic designers, videographers and any additional content creators.
- Stay up to date with the latest content trends and generate new ideas by leading monthly brainstorming sessions with the internal content team.

- Collaborate cross-team to ensure existing and new content is diverse, inclusive and accessible in line with the charity's D&I approach.

Corporate and internal communications

- Work closely with the Head of Brand Awareness to deliver corporate communications and messaging including case for support, impact reports and annual report.
- Lead on copywriting and production of supporter communications working closely with key stakeholders to do so, particularly science communications.
- Support the work of fundraising by helping raise the profile of the charity and inspiring supporter through engaging content and emotive messaging and storytelling.

Reporting, measurement and market research

- Establish a process for requesting, creating, editing and publishing content.
- Track web analytics to determine content engagement levels and effectiveness.
- Make recommendations based on dashboard data and work with internal content contributors to revise and measure content against organisational goals.
- Leverage marketing data to develop content themes/topics and execute a plan to develop assets that will engage audiences.

Generic information

- The responsibilities within the job description are not exclusive or exhaustive. They highlight the major tasks and duties of the role and the post holder may be required to undertake other duties that are consistent with the overall purpose of role.
- We expect every job description will be subject to an annual review. In addition, posts may be reviewed where requirements of the charity change.
- We expect every member of staff to be a role model to others within and external to the charity during their duties upholding all the charity's values.

Person specification:

Requirements	Essential	Desirable
Educational attainment	Degree-level qualification, preferably in a relevant discipline or equivalent experience.	Marketing degree or equivalent qualification.
Experience required	<p>Excellent written, verbal and editorial skills.</p> <p>Story-telling experience and a demonstrable understanding of how to create content that draws an audience.</p> <p>Clear articulation of the goal behind the creation of a piece (or series) of content.</p> <p>Creativity and the ability to develop original multichannel content.</p> <p>Fluency in web analytics tools and leading social media monitoring platforms.</p> <p>Strong leadership qualities.</p>	<p>Third Sector experience.</p> <p>Adept at keyword placement and SEO best practices.</p>
IT experience	<p>Proficiency with Word, PowerPoint and popular content management systems.</p> <p>Advocate for the charity on social media.</p>	
Skills and aptitudes required	<p>Drive, enthusiasm and a passion for all aspects of marketing.</p> <p>Strong planning skills with the ability to prioritise workload.</p> <p>Proactive and results driven.</p>	

	<p>Excellent interpersonal and team-playing skills and the proven ability to build effective working relationships with colleagues at all levels and with external contacts.</p> <p>Attention to detail.</p> <p>Creative flair, tenacity and resilience.</p> <p>Discretion, honesty and integrity.</p>	
<p>Other requirements</p>	<p>Ability to travel throughout the UK if required for meetings/key events.</p> <p>Commitment to attend training courses to update knowledge and skills.</p>	