



**Brain Tumour  
Research**

Together we will find a cure

## **Job Description:**

### **Digital Engagement Assistant Coordinator – June 2021**

#### **Job purpose**

The Digital Engagement Assistant will drive engagement and income primarily for our Facebook Challenge events, utilising cutting edge Facebook fundraising principles and technology.

They will work with cutting edge Facebook fundraising principles and technology, interacting with our supporters through our digital channels, primarily on Facebook and supporting systems, to help drive these new and exciting campaigns for the charity.

They will have a strong interest in social media and digital marketing, along with excellent written skills, an eye for detail and the ability to present themselves authentically online. Crucially, they should also have a high level of empathy for the cause.

With a positive attitude and a desire to make a difference, you will deliver a fantastic experience to our supporters through a variety of digital interactions.

They will be an excellent communicator with the ability to work sensitively and diplomatically with others, both internally and externally.

Key stakeholders will include patients and their family and friends and other community stakeholders, corporate and major donor prospects, researchers and clinicians, MPs, and Parliamentarians, as well as other influencers.

They will work closely with the Digital Marketing Manager and the Marketing and Communications teams, as well as the wider teams across the organisation.

#### **Working hours**

This is a full-time permanent position based at our Head Office in Milton Keynes. Remote working will be in line with government guidelines. Normal office hours are 9am – 5pm but there will be times when additional hours are required with this role to complete specific projects and achieve objectives, launch marketing campaigns, attend external meetings, join conferences, etc.

**Role reports into:** Digital Marketing Manager

**Direct reports:** None

**Salary:** £16,500

**Main duties include but not limited to:**

- Increase interactions on our social media, primarily within the Facebook Group, building buzz and excitement, igniting conversations, responding to questions, creating and posting social content, and managing admin elements that are required, in a timely fashion.
- Work collaboratively with the Digital Engagement team to ensure combined time is spent on the highest value areas
- Support other Facebook challenge fundraiser processes, including online messaging through our Facebook fundraiser system, to help maximise donations. Liaise with our CRM and fulfilment team where required.
- Monitor and respond accordingly to Facebook inbox messages, following a set of processes.
- Jointly manage the campaign email inbox and other related communications, responding to specific queries relating to the campaign whilst ensuring a fantastic supporter experience
- Report back on any issues and opportunities, including identifying ideas for new content to maximise the success of a campaign.
- Build knowledge of how the charity operates with a view to identifying opportunities to hand over to community fundraising, PR and other teams, that drive action and support wider charities objectives.