



**Brain Tumour
Research**

Together we will find a cure

Job Description: Digital Marketing Analyst – October 2018

Job purpose

The Digital Marketing Analyst will help manage the Brain Tumour Research charity website, optimise our digital marketing footprint and analyse our digital performance, ensuring our online presence is as strong, wide-reaching and competitive as possible. They will be instrumental in helping the charity achieve much greater visibility online and increasing our online donations.

The right candidate will be able to use their skills and experience to help develop and deliver the digital marketing strategy, and analyse and evaluate the success of our digital marketing in order to help sustain and develop our research portfolio, underpin our campaigning activity and help us move closer to a cure for brain tumours.

They will be a good communicator and will be able to work sensitively and diplomatically with others, both internally and externally.

Good marketing copywriting skills for digital communications – especially for website, email marketing and social media – would also be desirable.

The candidate will work closely with the Head of Brand Communications and the Brand Communications team, as well the Fundraising and Campaigning teams and others across the organisation.

The role may include meetings and/or attending events with external stakeholders, including patients, their family and friends and other community stakeholders, partner charities, researchers, MPs et al.

Working hours

This is a full-time permanent position based at our Head Office in Milton Keynes. 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: Crispin Zeeman, Head of Brand Communications

Direct reports: None

Salary: c. £25,000

Main duties will include but are not limited to:

- Managing the Brain Tumour Research website:
 - Creating and/or moderating all new daily website content, ensuring that style and formatting guidelines are being met, that core messaging is on brand, and meta descriptions and key wording is in place for SEO optimisation
 - Continually review website structure and layout to improve functionality, accessibility, user experience and journey
 - Identify and prioritise new developments and features for the website
 - Troubleshooting and resolving any technical issues promptly
- Maximising use of our free Google Ads grant and maintaining effective and successful ad schedule
- Creating and maintaining paid social media and/or Google display advertising campaigns for wide-ranging goals and objectives, providing insight and feedback in regular campaign-specific reports
- Working with graphic designers to create brand imagery for use on our website and social media
- Producing weekly and monthly reports on key digital marketing activities
- Conducting competitor analysis in order to help inform our strategy and tactics
- Using Google Analytics and other data analytics tools where applicable to provide detailed reporting on all digital marketing goals and activity
- Provide training on CMS to ensure style is on brand and consistent, good for SEO etc for all users
- Dedicating time for self-learning in order to maintain awareness and knowledge of latest developments in digital marketing analytics and looking for new initiatives and opportunities to drive growth in online fundraising
- Assisting with any other tasks as determined by Head of Brand Communications