



Brain Tumour Research

Digital Marketing Assistant – January 2020

Job Purpose:

To support the successful day-to-day running of the Brain Tumour Research website by contributing regular content updates, generating regular reports and analytics for The Charity and supporting the Digital Marketing team with campaign and ad hoc digital content creation and publication.

Supervised by:

Digital Marketing Analyst

Reports to:

Head of Digital Marketing

Direct reports:

None

Be prepared to converse sensitively and empathetically with members of the public who may be going through current or recent traumatic experiences.

Main duties:

- Using our CMS (Sitefinity) to add latest news to the Brain Tumour Research website accurately and in good time
- Publishing Case Studies on the Brain Tumour Research website
- Adding other regularly updated content to our website, including events
- Editing and optimising images where required for use on the website
- Help ensure content is kept up to date and in line with brand styles
- Compiling regular website reports, based on established guidelines and procedures
- Join team meetings and provide honest and constructive input where required / appropriate
- Ensure that central administration systems in place at Brain Tumour Research are complied with and that all contact and conversations with supporters are correctly entered onto Brain Tumour Research's database
- Ensure that all relevant charity and other legislation is complied with
- Comply with Brain Tumour Research's internal policies as appropriate

- Undertake any other reasonable duties as required by the Head of Digital Marketing, Digital Marketing Analytics and members of the Management Team

Candidate profile:

Passionate about digital marketing and the web, with strong IT skills and experience using content management systems such as Sitefinity, WordPress, Drupal etc. Experience with event management tools such as Eventbrite would be advantageous.