



**Brain Tumour
Research**

Together we will find a cure

Job Description: Digital Marketing and Social Media Manager (Maternity Cover, Fixed Term Contract)

Job purpose

This is a fantastic opportunity for an individual to join a forward-thinking charity and help achieve our exciting growth ambitions. We are looking for an experienced Digital Marketing and Social Media Manager who will be responsible for optimising the charity's visibility across our digital and social media channels, ensuring our online presence is as strong as possible in order to raise our profile, maximise awareness of our cause, and meet KPI's for audience engagement and online donations, including Facebook income.

Brain Tumour Research is an influential, game-changing, intelligent, and focused charity embracing its fantastic supporter base across the UK. Having bucked the trend during the pandemic, Brain Tumour Research is determined to continue its growth trajectory. We are passionate about finding a cure for brain tumours through the establishment of dedicated Brain Tumour Research Centres of Excellence around the UK and increasing the national investment in brain tumour research.

The Digital Marketing and Social Media Manager will use their creative skills and experience to help develop and deliver our digital marketing strategy with the support of their team and the wider team. They will help us integrate and drive our activity in all major aspects of digital marketing, including website, online marketing, online engagement, fundraising, donations, social networks, video and mobile marketing.

The successful candidate will have a positive attitude and a desire to make a difference through their passion for social media and digital marketing. They will be highly organised and an excellent communicator with the ability to work sensitively and diplomatically with others, both internally and externally.

Contract Type: Full Time (35 hours pw) – Maternity Cover/Fixed Term Contract

Location: Head Office, Milton Keynes. We offer hybrid working, employees have the flexibility to work from home up to two days a week. There will be times when additional hours are required with this role to complete specific projects and achieve objectives.

Role reports into: Director of Marketing and Communications

Line Management: Team of 7

Salary: C £38,000 pa

Main duties will include:

- Manage and oversee all digital marketing activities, ensuring objectives and targets are achieved
- Manage the Social Media Team (2) to promote our brand on social media and grow the reach of our social media platforms through the recruitment of new followers and retention of loyal followers by producing and managing engaging content and being responsive to follower engagement
- Lead the Digital Engagement Team (4) to deliver income through our Facebook Challenge events and other fundraisers, utilising cutting edge Facebook fundraising principles and technology
- Manage the Digital Marketing budget, including our paid social media activity working with our media agency and data analyst to track and assess performance against budget, and take responsibility for meeting targets and ensuring resources are used effectively
- Lead the planning and implementation of digital activities, working across the charity to deliver large cross-functional campaigns
- Coordinate with other team members across the charity to deliver numerous campaigns and activities throughout the year, ensuring our supporters on Facebook and other social channels receive a great experience and ambitious income targets are met
- Oversee the production of a suite of videos by our Videographer for key marketing and fundraising campaigns. Creating awareness and maximising donations, fundraising, campaigning and other strategic objectives
- Manage and develop the digital marketing team – Social Media Marketing Executive, Social Media Marketing Assistant, Videographer, three Digital Engagement Assistants and a Virtual Events Co-ordinator
- Work with the Head of PR and Comms to agree our email (enews) marketing calendar and then schedule and deliver this content
- Keep up to date on all trends and best practice in social media and digital marketing, as well as changes to platforms rules, interactions, algorithms and reporting data
- Conduct regular reviews of competitors creative digital output in order to help inform our strategy and tactics
- Develop KPIs and reporting on all strategic digital marketing goals using relevant measurement tools where applicable
- Work closely with the Head of Digital Innovation to deliver our ambitious growth plans
- Work with our design team to ensure brand imagery for use on our website, our social media and other digital spaces including our Facebook Challenges are appropriate
- Develop and lead training sessions across the organisation to up-skill colleagues on all things digital marketing and best practice with support from the Digital Marketing Analyst

- Continually look for new initiatives and opportunities to drive growth in online fundraising and be the driving force behind implementation
- 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
- Comply with Brain Tumour Research's internal policies and ensure that all relevant charity and other legislation is complied with
- Build relationships with key stakeholders around the charity and gain knowledge of how the charity operates
- Undertake any other reasonable duties as required by the Director of Marketing and Communications