



**Brain Tumour  
Research**

Together we will find a cure

## **Job Description:**

### **Social Media Marketing Assistant**

#### **Job purpose**

Does learning innovative digital and social media marketing skills whilst helping a great cause appeal to you?

We are looking for someone with a positive attitude who has a strong interest in social media and digital marketing and has a desire to make a difference. We will train you to promote and support our brand on social media and grow the reach of our platforms through the recruitment of new followers and retention of loyal followers. You will plan and post engaging content and be responsive and considerate to increase follower engagement.

You will be a flexible and hardworking individual with a positive can-do attitude and a keen eye for detail. An excellent communicator with the ability to work sensitively and diplomatically with others, both internally and externally with supporters who may be going through current or recent traumatic experiences.

Through this work, you will learn skills that can help you develop your career within the charity.

The successful candidate would be joining a dynamic Digital Marketing team during an exciting period of transformation, growth and development.

Brain Tumour Research is an influential, game changing, intelligent and focused charity embracing its fantastic supporter base across the UK. We are passionate about finding a cure for brain tumours through our Centre Strategy and increasing the national investment in brain tumour research.

#### **Working hours**

This is a full-time (35 hours per week) permanent position. Flexible hours are available between 8am-6pm (core hours 10am-3pm) Mon-Fri. There will be times when you will need to work evening and weekends with this role to complete specific projects and achieve objectives. Some travel around the UK will also be required.

We are currently trialling a flexible/hybrid approach working at least three days a week from our Head Office in Milton Keynes.

**Supervised by:** Social Media Marketing Executive

**Reports to:** Digital Marketing Manager

**Direct Reports:** None

**Salary:** Circa £18,000

**Closing date:** Sunday 12<sup>th</sup> December

**Early applications are encouraged, interviews will commence before the closing date if suitable candidates are identified.**

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

- Helping to implement and support our day-to-day social media activities, as determined by the charity's priorities, goals, and our digital marketing strategy to drive the charity forward, promoting our campaigns, delighting our community, fostering loyalty and increasing income
- Learn to plan, produce and schedule content for our social platforms including Facebook, Twitter, Instagram, LinkedIn, Tik Tok with more to follow. Use various scheduling tools as appropriate, drafting copy and editing images for posts - using tools such as photoshop at a basic level as and where necessary
- Oversee and respond to all daily activity and engagements on our social platforms to help increase loyalty, give a great supporter experience, and increase engagement and following across our channels
- Ensure a consistent brand message across all comments and posts which follow our tone of voice/style across all social media channels
- Ensure supporter queries through messages on our social platforms and emails are managed and responded to appropriately, following a set of processes
- Identify and help nurture social media influencers for our brand, especially on Twitter, Instagram and TikTok
- Ensure our content bank is kept up to date and re-used effectively
- Keep up to date on the social media activity of other organisations and charities in the medical and health sector and on all trends and best practice in social media, as well as changes to platforms rules, interactions, algorithms etc. to inform our thinking
- Some out of hours (evening and weekends) support via a rota for social media monitoring
- Build relationships with key stakeholders across the charity and gain knowledge of how the charity operates. Identifying opportunities to hand over details to the Community Fundraising, PR, and other teams, to support wider charity objectives
- 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 and comply with Brain Tumour Research's internal policies as appropriate
- Undertake any other reasonable duties as required by the Digital Marketing Manager, Marketing Manager and Management team