



Brain Tumour Research

Together we will find a cure

Job Description:

Digital Marketing – Virtual Events Executive (Full time or part time)

Job purpose

Are you looking for a flexible role which you could do from your own home?

This is an exciting opportunity which could work around childcare, studies or those looking for a good work/ life balance.

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

We're 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 deliver a fantastic experience to our supporters through a variety of digital interactions and social platforms whilst encouraging and motivating them to fundraise.

Along with excellent written skills, an eye for detail and the ability to present themselves authentically online. Crucially, you should also have a high level of empathy for the cause.

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

Brain Tumour Research is an exciting, innovative, and ambitious charity. We are passionate about finding a cure for brain tumours through the establishment of dedicated Brain Tumour Research Centres of Excellence around the UK.

Digital Marketing – Virtual Events Executive (Full time or part time)

Location: Remote based (with occasional office working in Milton Keynes)

Salary: £16,500 per annum (Full time) Part time is also considered

Full Time: 35 hours per week. Part time – ideally min of 20 hours. Including evenings and weekends rota

Reporting to the Digital Marketing Manager, you will:

- 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.