



Recruitment Information Pack

**Digital Communications
Officer**





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Introduction

Dear Applicant

Thank you for your interest in the role of

Digital Communications Officer


at Cancer Focus Northern Ireland. This Information Pack includes information about Cancer Focus NI, sets out the process for recruitment and outlines the qualifications, skills and experience we are seeking.

Cancer Focus NI is a local voluntary organisation that aims to eliminate cancer, where possible, and reduce its impact on our society. We were Northern Ireland's first cancer charity and in 2019 we celebrated our 50th Anniversary. Since our founding we have had four main pillars of endeavour: **cancer prevention, services to people affected by cancer, funding local cancer research and campaigning and advocacy work.** While we have stayed true to our founding principles, how we have delivered on our mission has grown and developed over the years.

We invite you to read through this Information Pack and understand more about the role and the person we are looking for. If you wish to apply for this role, please ensure you submit an up-to-date, accurate copy of your CV before the application deadline.

The change and impact we make is defined about how we work and what we value. If you feel you have the relevant skills, qualifications, experience and shared values base for this role, we would very much welcome your application.

Yours faithfully

A handwritten signature in black ink, appearing to read 'R. Spratt', followed by a horizontal line.

Richard Spratt
Chief Executive

Cancer Focus NI

Our Story to Date

Cancer Focus NI was established in 1969 initially to fund cancer research in Northern Ireland. The founding members very quickly realised that while local cancer research was needed, there was a similar pressing need to inform the public about the causes of cancer and how they could reduce their risk.

There were also people living with the disease for whom there were few options for support and advice. It was likewise recognised that to deliver real change we need effective public health policies and provision.

The four pillars of endeavour were thus formed and still shape our work today. The charity was originally called the Ulster Cancer Foundation. We changed our name in 2012.

Our Vision

A future where cancer is a manageable disease.

Our Mission

Cancer Focus NI is a local charity that aims to eliminate cancer, where possible, and reduce its impact on our society.

Its four main pillars of work are care services, research, prevention, public campaigns and advocacy.



Cancer Focus NI

What We Do

Care Services

Our Aim

To provide a range of care services and information to meet the needs of all those affected by cancer

Cancer Research

Our Aim

To promote and support internationally competitive, high quality local research into the causes, treatment and prevention of cancer

Cancer Prevention

Our Aim

To reduce the risk of our citizens developing cancer and promote its early diagnosis

Campaigning and Advocacy

Our Aim

To raise public and professional awareness of cancer issues and influence policy makers to improve cancer services and public health policy.

Cancer Focus NI provides services to people directly affected by cancer and health promotion services to the general public.

Services include counselling for patients and family members, family support to children and young people whose parent or other significant adult has cancer, a Freephone nurse led helpline, creative therapies, a patient driving service and bra-fitting for women who have undergone mastectomy.

Prevention services include smoking cessation, Keeping Well, a mobile project offering one to one health checks, information and signposting in communities and workplaces and the schools project with health promotion interventions linked to the national curriculum from nursery school to post-primary.

Our Values

Caring, welcoming

We welcome everyone affected by cancer and anyone at risk of cancer demonstrating an inclusive, caring and empathetic approach to our beneficiaries. We strive to place the user of our services at the heart of all that we do.

Recovery

We offer hope, empowerment, self-responsibility and a meaningful role in life for people affected by cancer. We support, empower and enable individuals and communities to deal with the impact of a cancer diagnosis and to make informed decisions to reduce their cancer risk.

Ethical

We are honest, transparent, professional and accountable in all our activities

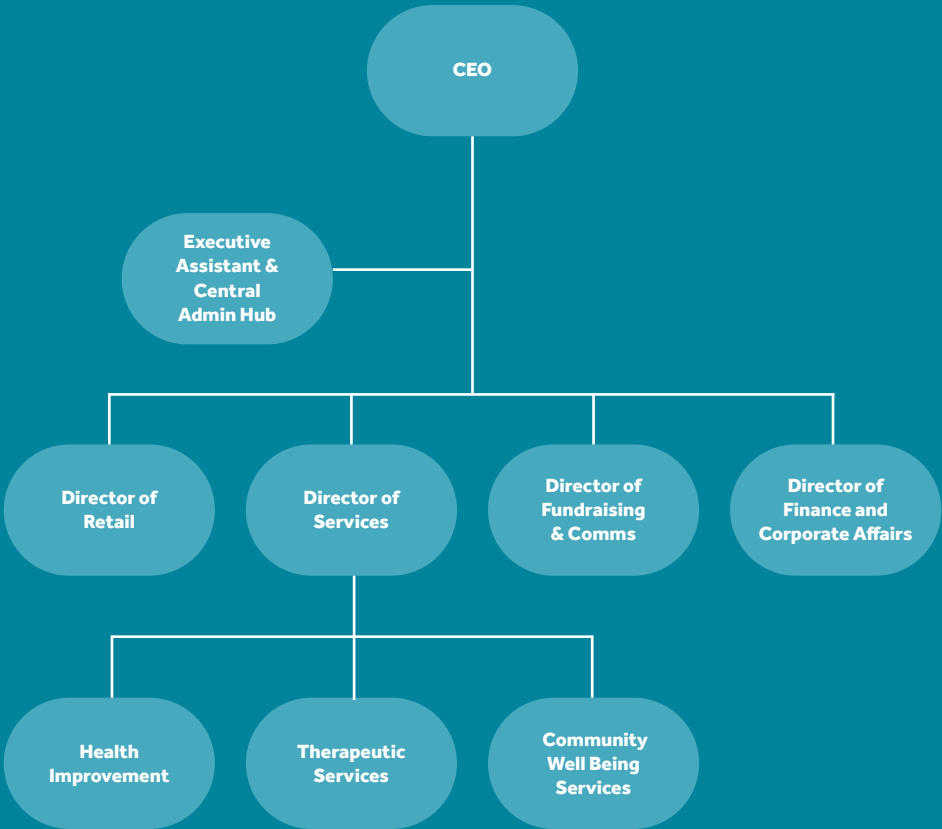
Focused on Excellence

We strive towards continuous improvement, showing leadership, positivity, creativity and innovation.

Committed to Partnership

We are committed to working with other agencies, locally, nationally and internationally to eliminate cancer, valuing teamwork both internally and externally.

Organisational Structure



Job Description

Digital Communications Officer

Responsible to: Communications and Marketing Manager
Hours: 35 hours per week
Location: 40 - 44 Eglantine Avenue, Belfast / Remote
Remuneration: Salary Band £27,344 - £29,439 per annum

Overall Purpose of Post

The successful candidate will develop and implement exciting and innovative content across all platforms and continuously develop and maintain all digital channels, including but not limited to website, social media, Google Adwords, and email campaigns.

The candidate will thrive on using digital marketing and communications to engage with online audiences and will play an important role in content generation/production while liaising with a range of contacts including internal colleagues, charity service users, sector partners and online target audiences.

Key Responsibilities

- Act as the charity's digital voice by responding to online and social enquiries, developing relationships with influencers, leading on digital PR activity, maximising the charity's website, and responding to the latest social media trends.
- Lead on brand awareness and lead generation activity by developing creative digital content that fits within brand guidelines and strengthens the charity's reputation.
- Contribute to marketing and fundraising campaigns with creative, efficient, and effective digital solutions that capture the interests of a range of digital target audiences.
- Develop and implement a new organic social media strategy across Facebook, Twitter, Instagram, TikTok, YouTube and LinkedIn.
- Lead on social media advertising and Google Adwords activity (PPC).
- Assist in the implementation of email marketing strategies.
- Track the success of digital activity using analytics and insights.
- Support the Communications and Marketing Team with other duties when required.



Person Specification

Digital Communications Officer

The Personnel Specification shows essential skills, abilities, knowledge and/or qualifications required to be able to carry out the duties of this post. Therefore, please address in completing the application form, each criterion listed in the specification, drawing upon all of your experience, whether in paid employment or on a voluntary basis.

Essential Criteria

- Two years' experience of working in a digital marketing role
- Experience of planning and executing marketing campaigns across multiple digital channels
- Experience of delivering creative and engaging content for a variety of audiences
- Experience of both organic content planning and delivering paid for social advertising.
- Experience of website CMS systems and implementation of SEO tactics
- Experience of using data analytics and insights
- Degree in digital marketing / marketing, communications, business or other related field.
- Strong project management skills; ability to prioritise multiple tasks and adhere to strict deadlines.
- Strong communications and interpersonal skills, able to guide and provide recommendations to a range of stakeholders.

- Excellent written skills with ability to write fit for purpose digital content i.e., digital ads, social media copy, website, reports.
- Creative mind set with an eye for detail and quality.
- Enthusiasm, drive and commitment to continuous improvement.
- Problem-solver.

Desirable Criteria

- Experience of managing Google Ads (PPC)
- Experience of email marketing
- Experience of video production and distribution
- A recognised digital marketing qualification
- Membership of relevant professional body (DMI, CIM)
- Solid understanding of PPC (Google Ads)
- Competent in the Adobe Creative Suite, particularly Photoshop, Illustrator, and InDesign.

Applicants will hold a full, current driving licence and have access to the use of a car or some other appropriate form of transport to carry out the duties of the post.

This Job Description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.

This post may require some evening or weekend work.



Terms and Conditions of Employment

- Successful applicants must provide proof of their right to work in the UK. (This will be evidenced in the first instance by being in possession of a British or Irish passport or a valid UK Work Permit).
- The activities of this role meet the AccessNI definition of regulated activity relating to working with adults and children. Cancer Focus NI will obtain an AccessNI Enhanced Adult Barred List check, and/or Enhanced Children's Barred List check for the successful candidate.
- Up to 12 months probationary period.
- Evidence of relevant academic and professional qualifications must be provided.
- Evidence of appropriate vehicle documentation i.e. driving licence and insurance cover must be provided where the role necessitates travel on company business in own vehicle
- Potential employees may be asked to attend a pre-employment medical.

Additional Information

Benefits

- Flexible working policy (home-working, reduced hrs, hybrid-working)
- 25 days annual leave and 12 annual statutory days (pro-rata for those working less than 35 hrs per week)
- Two additional days of annual leave after five years service and a further three days after ten years' service
- Enhanced Maternity/Adoption Pay
- Enhanced Occupational Sick Pay Scheme
- Contributory Pension Scheme
- Employee Assistance Programme (EAP)
- Cycle to Work Scheme
- Mileage Allowance at the prevailing HMRC rate
- Time off in lieu (TOIL) for additional hours worked
- Life Assurance cover

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Disability

Cancer Focus NI is an Equal Opportunities Employer and all applications in accordance with the Disability Discrimination Act a person is disabled if they have, or have had, "a physical or mental impairment which has, or has had, a substantial and long-term adverse effect on your ability to carry out normal day to day activities".

If you consider yourself to have a disability relevant to the position for which you are applying, please contact us so that we can process your application fairly, make any specific arrangements for your interview, and make any necessary reasonable adjustments or adaptations, or provide any aids to assist you in completing the duties of the post if appointed.

Additional Information

Equal Opportunities

Cancer Focus NI is an Equal Opportunities Employer and all applications for employment are considered strictly on the basis of merit.

Application Process

The closing date/time for submission of applications is **Wednesday 5 April 2023 at 12pm with interviews expected to take place on 17 or 18 April.**

Please ensure your CV and any requested supporting documentation is submitted before this date/time to: hadmin@cancerfocusni.org or, mailed to:

**Human Resources, Cancer Focus NI,
40/44 Eglantine Avenue, Belfast, BT9 6DX**

We cannot accept Applications received after the closing date/time.

Guidance Notes on Applying for our role

- Please ensure your CV is up-to-date and accurate. Cancer Focus NI will not make assumptions from the title of your post(s) or the nature of any employing organisation(s) as to your skills and experience gained.
- If you do not provide sufficient detail, including the appropriate dates needed to meet any eligibility criteria, your application may be rejected.
- ONLY the details provided by you in your CV will be used for determining your eligibility for the post/shortlisting purposes.

Contact Details

If you have any queries regarding the recruitment process, please contact Yvonne Irvine (yvonneirvine@cancerfocusni.org) or phone 028 9066 3281.



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Charity No: NIC 101307

