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**Communications and Marketing Officer**

**Job Description**

**Job Title:** Communications and Marketing Officer

**Responsible To:** Communications Manager

**Location:** 40-44 Eglantine Avenue, Belfast BT9 6DX

**Hours:** 35 per Week

**Salary**: Level 6 / Points 26-31 / £23,866 - £28,221

**Overall Purpose of Post**

To support Cancer Focus Northern Ireland’s communications and marketing team in the promotion of the brand and the work of the charity, through the development and delivery of successful marketing strategies, with an emphasis on digital activity.

**Key Responsibilities:**

* Assist in creating and implementing marketing strategies to boost engagement and brand awareness
* Work collaboratively with organisational departments to create and co-ordinate engaging content (written, image, video, audio) to use across digital and traditional outlets (including social media, PR, advertising, PPC)
* Be responsible for day-to-day running of social media sites (Facebook, Twitter, YouTube, LinkedIn, Instagram etc) to include posting content, proactively responding to social media queries, comments and mentions, management of influencers, posting on relevant blogs, creating and monitoring paid ads
* Implement effective SEO techniques across the website and other digital activities to optimise digital performance
* Edit and maintain the Cancer Focus NI website to drive traffic, increase conversions and improve user experience
* Assist in PPC and online advertising activity
* Monitor trends in social media tools and applications to maximise connection with our audiences
* Co-ordinate a response to media requests (via audio, print or video format)
* Assist in the implementation of email marketing strategies
* Monitor the success of digital activity using analytics, followed by a review and report on campaign effectiveness in an effort to maximize results
* Ensure appropriate implementation of the brand across organisational materials
* Contribute towards the management of relationships with external stakeholders in a marketing capacity (including statutory bodies, corporate partners, donors, volunteers)
* Support the communication and marketing team with other duties when required

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**Person Specification**

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.

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|  | **Essential** | **Desirable** |
| **Experience** | * Three years’ experience of working in a marketing role
* Experience of delivering marketing strategies using multiple digital and traditional marketing tools
* Experience using SEO to successfully optimise performance
* Experience using PPC to successfully increase conversions
* Experience of website management to increase traffic
* Experience of using data-driven decision-making to drive growth
 | * Experience of email marketing
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| **Qualifications** | * Degree in marketing, communications or other related field
 | * A recognised digital marketing qualification
* Membership of relevant professional body (DMI, CIM)
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|  | **Essential** | **Desirable** |
| **Skills** | * Strong project management skills; ability to prioritise multiple tasks and adhere to strict deadlines
* Creative mind set with an eye for detail and quality
* Excellent written skills with ability to write content for various mediums i.e. social media, press releases, reports
 | * Experience of video production and distribution
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| **Personal Qualities** | * Enthusiasm, drive and commitment to continuous improvement
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Applicants will hold a full, current driving license 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.