**Role and organisational overview**

**Position:** Marketing and Communications Officer

**Date:** June 2020

**Salary:**  £26,000 per annum

**Start date:** ASAP

**Contract type:** This is a permanent full-time role, which has flexibility to work both in our London office and remotely from home, although during lockdown you will, of course, only work from home. Once lockdown is fully lifted, you will have a mix of flexible remote and office working in London depending on the needs of the role. You may occasionally work outside your regular hours at charity events and some evening/weekend work may be required for community management (with time off in return).

**About Ovarian Cancer Action**

**Action. One third of our name and 100% of what we’re about.**

One woman dies in the UK from ovarian cancer every two hours. Although five-year survival rates for ovarian cancer are improving, other cancers, such as breast cancer, had better survival rates two generations ago than ovarian cancer does today. We’re here to change all that. And we’re following two routes to achieve that change: awareness raising and scientific research.

**Raising awareness for the quickest impact**

We’re campaigning to increase awareness and improve understanding of symptoms among the public and GPs. The symptoms of ovarian cancer can easily be attributed to other, less serious conditions such as IBS, or even to the menopause, but the sooner ovarian cancer is diagnosed the better the chance of survival. So education is vital. And we know it’s where we can make the quickest impact.

**Funding research for the biggest impact**

The biggest impact we can make comes from our main area of focus: scientific research. Over the last fifteen years, our efforts to fund and facilitate the very best ovarian cancer research have achieved dramatic results. But, of course, there’s more work to be done. We’re now committed to funding the next generation of research and to accelerating progress in three main areas: preventing the disease, diagnosing it early, and developing effective, personalised treatments. We believe this approach will help more women survive ovarian cancer than ever before.

**About the role**

We’re looking for an exceptional Marketing and Communications Officer to support the communications team in all its activities, including day to day management of our website and social media communities. You will use your understanding of data and analytics to inform your decisions and grow our channels.

This is a key role within the Communications Team, supporting OCA’s strategy for growth across all channels by creating engaging and innovative content to meet audiences’ needs. You will also work across various teams to support both marketing and fundraising campaigns in order to increase reach, build supporter awareness and grow OCA’s brand.

Our Communications Team is driven by our focused and expert delivery of impactful and meaningful content that translates the cause of OCA to ever increasing audiences, because we believe women with ovarian cancer deserve better.

Benefits:

* 25 days annual holiday leave (In addition, you will receive three non-contractual days leave due to the office closure between Christmas and New Year).
* Pension scheme with People’s Pension (employee contribution 5%, employer contribution 3%).
* Flexible mix of office and remote working.
* 24 hour confidential and free Employee Assistance Program to support you with both personal and work-related issues and, if required, confidential counselling sessions.
* Training and development opportunities.
* Eye test and financial support with glasses if required.
* Interest free season ticket loans.
* Free fruit, tea, and coffee when office based
* Social events for the team.

Please see below for a full job description and person specification.

**Recruitment process:**

Thank you for your interest in this role. We would like to invite you to apply to work with us, by sending a cover letter (no more than a page) of why you are interested in working with OCA, highlighting your relevant experience and personal attributes as detailed in the person specification. Along with this, please send a copy of your latest CV to [jobs@ovarian.org.uk](mailto:jobs@ovarian.org.uk). Please also take a look at our website [www.ovarian.org.uk](http://www.ovarian.org.uk) for more details about what we do.

Our deadline for the role is Wednesday 8th July. However, we may contact you sooner to discuss the role if you meet the requirements, so please send your application as soon as possible. Our aim is to respond to each applicant, however, if you do not hear from us within 10 working days of the deadline, we will not be considering you for this role.

If you have any questions please email [jobs@ovarian.org.uk](mailto:jobs@ovarian.org.uk), quoting the job title in the email heading.

**PTO re JD**

**Job Description – Marketing and Communications Officer**

**Position in organisation:** Marketing and Communications Officer

**Reports to:** Communications and PR Manager

**Main working relationships:**  Head of Communications, Digital Engagement and Content Manager, Fundraising Team

**Direct stakeholders:** Web developer, graphic designers, digital consultants

**Main purpose of the role:** To support the communications team in all its activities, including day to day management of our website and social media communities. You will use your understanding of data and analytics to inform your decisions and grow our channels.

**Duties and key responsibilities:**

**Social media management**

* Support in developing and implementing strategies to grow channels and increase reach and engagement
* Work with the Digital Engagement and Content Manager to plan, create and schedule content.
* Manage, grow and nurture our online communities
* Create simple digital assets
* Use social media analytics to monitor and report on activity in line with KPIs and inform future plans

**Website management**

* Day to day management of OCA’s website, including updating, monitoring and improving pages
* Design and build pages and forms for new campaigns or content
* Liaise with our web developers to fix bugs or to implement new functions within CMS
* Use Google Analytics to create reports and make recommendations

**Campaign support**

* Assist communications team with the running of all campaigns, including fundraising, awareness and brand.
* Contribute creative ideas to campaign working groups
* Lead on digital marketing for specific fundraising campaigns with support of Digital Engagement and Content Manager
* Record results and produce evaluation for campaigns

**Produce marketing materials**

* Assist with the production of marketing materials and literature, such as web content, leaflets and press releases
* Help implement communications projects and strategies
* Draft and edit materials and communications copy within brand guidelines
* Design adhoc marketing materials within brand guidelines

**General communications responsibilities**

* Support team with creation and distribution of e-newsletters to supporters
* Assist with copy writing, proofing, tone of voice checks across marketing materials
* Assist PR manager with admin and selling in regional stories if required
* Monitor and record weekly/monthly KPIs for the communications team
* Be pro-active, self-starting and able to act on own initiative where necessary

**Person specification**

**At Ovarian Cancer Action we look to our team to engage with confidence, positivity, resilience and passion. This means that a role holder’s attitude to their work and fellow team members is just as important as their skills and abilities.**

**Previous career experience**

* Minimum two years’ experience in a similar role for a charity or brand
* Working with content management systems
* Managing social media channels for a charity or brand
* Creating content for digital platforms
* Experience in email marketing using Mailchimp or similar (desirable, not essential)
* Experience building and monitoring paid social campaigns (desirable, not essential)

**Skills, knowledge and attributes**

* Strong writing, editing and proofing abilities, excellent attention to detail
* Ability to multi task and work on multiple projects to tight deadlines in a fast- paced environment
* Strategic and creative thinker
* Good eye for design
* Knowledge of Adobe suite including Photoshop and InDesign (desirable, not essential)
* Knowledge of film production and basic editing (desirable, not essential)
* Knowledge of Google Suite including analytics and AdWords (desirable, not essential)
* Proactive in learning new skills and keeping up to date
* Able to use initiative, taking full ownership of area of responsibility
* Analytical thinker, able to use data to inform decisions and shape work

**Attitude and personal qualities**

* Enthusiastic and passionate about the aims of the charity
* Hard working self-starter, able to pro-actively work on own initiative
* Relishes a challenge
* Optimistic outlook, focusing solutions as opposed to problems
* Energised by working as part of a high performance team
* Brings a positive, friendly, calm, professional and helpful disposition to the team
* Adaptable and flexible work approach, open to change
* Flexible to the needs of the post e.g. may require working outside of normal working hours