

Job Description	
Job title	Digital Marketing and Communications Officer
Accountable	Head of Fundraising and Marketing
Reports to	Head of Fundraising and Marketing
Date	November 2021
Contract type	Permanent, full time
Salary	£28,000
Location	Based at our office in Amersham. Flexible working is possible with the expectation that this role would spend 3 out of 5 days per week in the office.

Our Charity

We're here for everyone affected by cardiomyopathy. We are the specialist national charity for people affected by cardiomyopathy, a condition that affects the heart muscle. Our vision is that everyone affected by cardiomyopathy should live a long and fulfilling life.

Cardiomyopathy is a group of conditions that affect the structure of the heart and reduce its ability to pump blood around the body. It can have a devastating impact on the lives of people of all ages, including babies, and is usually inherited. Medical experts estimate at least 1 in 250 people (approximately 266,000 people in the UK) have cardiomyopathy.

We are the only charity in the UK supporting children, young people and adults with the life-limiting heart condition, cardiomyopathy. We are a community of people affected by cardiomyopathy, medical experts, and charity professionals working to provide support and information, campaigning for better access to quality treatment, saving lives through raising awareness and providing hope through shaping research.

Our Fundraising and Marketing Team

The Fundraising and Marketing team is responsible for income generation and engagement with our community of supporters and service-users. We take a supporter-first approach to deliver excellent supporter journeys and create informative and engaging communications that connect with our key audiences.

We have ambitious goals to reach more people affected by cardiomyopathy, increase the number of people accessing our services and encourage more people to fundraise for us. This is an exciting time to join our team. We have recently launched a new website, embarked on an outreach project to ensure that we're accessible to everyone that needs us, and will be delivering a multi-channel awareness campaign in the new year. This role will be key to the delivery of each of these transformative projects.

Job summary

The post holder will be responsible for raising the profile of the charity across multiple channels so that more people access our services and support our work. They will ensure that key messages, tone of voice and brand guidelines are implemented effectively and consistently across the charity.

Key working relationships

Internal	External
Head of Fundraising and Marketing Community Fundraiser Challenge Events Fundraiser Services Team Database and IT Manager Volunteers	Cardiomyopathy UK supporters Media agencies Designers and photographers

Key responsibilities

Email marketing

- Assist in creating and delivering email marketing campaigns.
- Support the wider team to create engaging email campaigns in line with our key messages and brand.

Social media

- Run the charity's social channels (Facebook, Instagram, LinkedIn and Twitter) on a day-to-day basis, responding to queries as necessary.
- Work with the fundraising and services teams to create engaging content in line with the communications strategy.
- Create and manage ad campaigns to recruit fundraisers and generate new leads.

Website

- Manage and maintain content on the website, ensuring it meets users' needs, is up-to-date, and search engine optimised.
- Provide quality-control support, for example, proof-reading, editing, and ensuring all content is on brand.

Print media

- Project manage the delivery of My Life magazine.
- Be the first point of contact for media enquiries and produce press releases as required.

Brand

- Be an ambassador for the brand within the charity, ensuring the brand is represented consistently across all communication channels.
- Ensure service delivery and fundraising resources are kept up-to-date and in line with brand guidelines, including supporting on the creation of any new resources.

Reporting and analysis

- Use analytic tools to report on social media, email and website growth and performance.
- Identify and implement opportunities for additional data collection to inform the communications strategy and enable greater personalisation of supporter journeys.
- Manage the Google Analytics account and Google Ad Grant

General

- Manage the Communications Calendar, working with all teams to ensure it is kept up-to-date with high-quality content.
- Maintain our database of supporter stories. Work with volunteers to deliver impactful supporter stories that raise awareness and inspire support.
- Support the delivery of multi-channel awareness campaigns.
- Assist in ensuring the charity's marketing activity, processes and procedures are compliant with data protection regulation.
- Undertake additional duties as required in accordance with the responsibilities of the grade and position.

Equal opportunities

- Cardiomyopathy UK is committed to promoting equal opportunities and the post-holder has a leading role in ensuring equity in employment opportunities.

Health and safety

- In addition to any responsibilities specified within the job description above, it is the post-holder's duty to:
 - take reasonable care of the health and safety of themselves and of the other people who may be affected by actions and omissions at work.
 - co-operate with the employer to ensure all statutory and other requirements are complied with.

This is an outline of the post-holder's duties and responsibilities. It is not intended as an exhaustive list and may change from time to time to meet the changing needs of the charity.

Person specification

	Essential	Desirable
Education	Degree level education or equivalent	A professional qualification in marketing, PR, journalism or similar
Skills, knowledge and competencies	<ul style="list-style-type: none"> • Excellent written and verbal communication skills • Experience writing engaging and inspiring copy for various purposes and channels • A proven track record of undertaking a wide range of communications activities • Experience managing and creating content for social media channels • Creative and able to think of new ideas and identify promotional opportunities • Experience working across teams, managing their different needs and collaborating to deliver projects • Excellent attention to detail with strong proofreading skills • Good technical knowledge of digital analysis tools with experience monitoring and reporting on progress 	<ul style="list-style-type: none"> • Experience in the third sector • Experience working as part of a small team • Videography skills • Good knowledge of digital design software such as InDesign and Adobe Creative Suite
Personal qualities	<ul style="list-style-type: none"> • Confident and able to work with people at all levels • Enthusiastic, actively seeking out new ideas and opportunities to improve • Self-motivated and able to work on own initiative • Ability to work flexibly to support the team 	

	<ul style="list-style-type: none"> • Organised, with the ability to plan and prioritise workload • Ability to work under pressure and to strict deadlines across a range of activities • Flexibility to attend meetings or work outside normal working hours when necessary 	
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Our values

We are:

Caring	We're devoted to supporting people affected by cardiomyopathy
Dedicated	We're committed to providing information, advice and support across the UK
Responsive	We reach out to anyone who needs us
Collaborative	We work with others to benefit those affected by cardiomyopathy
Expert	We provide up-to-date specialist knowledge about cardiomyopathy
Realistic	We're honest about cardiomyopathy and the impact it can have