



*Providing support and information for patients,
carers and healthcare professionals, while
commissioning and funding
innovative research,*

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Social Media & Digital Marketing Executive - Job Description

Title: Social Media & Digital Marketing Executive
Salary: £25,000 per annum pro rata (a freelancer may be considered)
Contract: 20 - 30 hours a week over 4 -5 days – flexible
Reporting to: CEO, Melanoma Focus
Location: Remote working with occasional UK based meetings (approx. 4/yr)

Be part of Melanoma Focus and work for a growing and dynamic team dedicated to supporting melanoma patients, carers and healthcare professionals.

Melanoma Focus is a national charity, serving patients and clinicians alike, with a strong professional membership and an important advocacy role in patient care. The charity has three pillars focusing on patients, professionals and raising awareness of melanoma. We are well-established as a trusted source of knowledge and good practice in the melanoma community, with significant international respect and a reputation for ‘punching above our weight’. Our clinical guidelines and consensus statements on various aspects of the disease, and in particular its rarest forms, are accredited by NICE. Our Melanoma Helpline, run by expert clinical nurse specialists, and the Melanoma Stages and Treatment – Patient Guide support patients and carers throughout their melanoma care pathway.

We are looking for someone who can assist our small but growing team, who likes to make things happen and will take our social media strategy to the next level. This role would suit someone with specific experience in digital marketing, particularly social media marketing, and who is passionate about making a difference to patient care. We are committed to welcoming people from the widest possible diversity of background, culture and experience.

Application process: email CV and covering letter to susanna@melanomafocus.org. Please put Social Media & Digital Marketing Officer as the email subject.

Job Description – Roles and Responsibilities

- Maintain and increase the charity's social media presence through Facebook, Instagram, Twitter, LinkedIn and other platforms, providing interesting and timely updates.
- Work closely with the Melanoma Focus team to create daily content, including posts and stories.
- Develop a social media strategy supporting the CEO and the Fundraising Manager for all events, campaigns, launches and the Melanoma Focus portfolio.
- Support all events, launches and campaigns through digital advertising and content creation.
- Write copy for posts on each social media platform.
- Ensure all comments and inboxes are monitored and queries and complaints are dealt with and responded to in a timely manner.
- Appropriately advise and manage paid digital advertising including google ads and paid social and liaise with third parties when required.
- Monitor social media post and advertising performance to report back and inform future campaigns
- Updating the website and tracking performance using Google Analytics.
- Remain up to date with the latest digital marketing and fundraising developments, identifying, prioritising and implementing appropriate opportunities for Melanoma Focus.
- Ensure all content is consistent with the Melanoma Focus tone of voice, so that it enhances all marketing and fundraising efforts.
- Work closely with the Fundraising Manager to ensure fundraisers are monitored and thanked.
- Provide regular reporting on performance of social media & digital marketing.

EXPERIENCE (E = essential, D = desirable)

- Excellent IT, administrative and analytical skills (E)
- Knowledge of scheduling software (e.g. Sprout, Hootsuite, Buffer), email marketing tools (e.g. Mailchimp) and design software (e.g. Canva, Adobe Spark) (E)
- Experience of Wordpress or similar CMS system (E)
- At least 2 years' experience in social media marketing with in-depth knowledge of Facebook and Twitter (E)
- Managing and delivering social media campaigns within a charity, business or other organisation (E)
- Devising social media strategy and advertising campaigns to reach new audiences (E)
- Nurturing new and existing supporters through excellent supporter engagement via social media (E)
- Experience writing creative copy for social media, websites and email marketing (E)
- Delivering all marketing activity within an agreed budget (E)
- Promoting organisations through digital marketing activity such as SEO, PPC, Paid advertising and Paid Search (E)
- Using Google Analytics as a reporting tool (E)
- Working within a small team, preferably for a health-related organisation (D)
- Experience and effective discipline of working remotely (D)

Other Skills

- A passion for making a difference to melanoma patients, carers and healthcare professionals.
- Flexible approach and adaptable to working in a small cross-functional team.
- Ability to prioritise conflicting demands and tight deadlines; able to work with team members to share, motivate and influence; creative, strategic thinker, with a 'Can Do' attitude; desire to use initiative and seek continuous improvement.
- Agile and responsive to a changing social media environment.
- Willing and able to occasionally carry out other tasks for Melanoma Focus as and when required.