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# Digital Marketing Officer Candidate Information

September 2024

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## The Institute of Cancer Research

### About our organisation

We are one of the world's most influential cancer research institutes with an outstanding record of achievement dating back more than 100 years. We are world leaders in identifying cancer genes, discovering cancer drugs and developing precision radiotherapy. Together with our hospital partner The Royal Marsden, we are rated in the top four centres for cancer research and treatment worldwide. As well as being a world-class institute, we are a member institution of the University of London.

We came second in the league table of university research quality compiled from the Research Excellence Framework (REF 2021). We have charitable status and rely on support from partner organisations, charities, donors and the general public. We have more than 1,000 staff and postgraduate students across three sites – in Chelsea and Sutton.

### About the Development and Communications Directorate

The role of the directorate is to tell the ICR's story and focus on income generation. The ICR is world-renowned for its outstanding cancer research – and it deserves communication to match. We believe that communicating effectively about the ICR's work can help us build on our successes – attracting donors and supporters, the best staff and students, commercial partners and collaborators.

### About the role

The Digital Marketing Officer works closely with the Digital Marketing Manager and other communications professionals to support the ICR's digital marketing needs – in particular to support fundraising across all digital touchpoints.

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Our mission  
is to make the  
discoveries that  
defeat cancer.

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### Our values

The ICR has a highly skilled and committed workforce, with a wide variety of roles, each requiring different skills. But whether you work as a researcher, or work as part of our corporate team, your work and behaviour is underpinned by these six values. They are what bring us together as one team - as 'One ICR'.



#### **Pursuing excellence**

We aspire to excellence in everything we do, and aim to be leaders in our field.



#### **Acting with Integrity**

We promote an open and honest environment that gives credit and acknowledges mistakes, so that our actions stand up to scrutiny.



#### **Valuing all our people**

We value the contribution of all our people, help them reach their full potential, and treat everyone with kindness and respect.



#### **Working together**

We collaborate with colleagues and partners to bring together different skills, resources and perspectives.



#### **Leading innovation**

We do things differently in ways that no one else has done before, and share the expertise and learning we gain.



#### **Making a difference**

We all play our part, doing a little bit more, a little bit better, to help improve the lives of people with cancer.



***Our values set out how each of us at the ICR, works together to meet our mission – to make the discoveries that defeat cancer. They summarise our desired behaviours, attitudes and culture – how we value one another and how we take pride in the work we do, to deliver impact for people with cancer and their loved ones.***

**Professor Kristian Helin**  
Chief Executive

# Digital Marketing Officer

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### Job description

**Department / division:** Development and Communications

**Pay grade / staff group:** Professional Services Grade 4

**Hours / duration:** Full time (35 hours per week), Monday to Friday. Fixed term contract for four months.

**Reports to:** Digital Marketing Manager

**Main purpose of the job:** The Digital Marketing Officer works closely with the Digital Marketing Manager and other communications professionals to support the ICR's digital marketing needs – in particular to support fundraising across all digital touchpoints.

You will produce and edit digital fundraising content on the ICR's website, with particular focus on the Support Us section, ensuring the content is kept up-to-date and search engine optimised.

You will have experience in writing engaging copy for email marketing, social media and paid advertising, and have good knowledge of email marketing and digital platforms including Mailchimp, Google Search Ads, Ad Grants and Meta.

The post holder will work our Digital Communications team in our fast-paced, supportive Development and Communications directorate, with opportunities to work with and learn from colleagues in other digital and fundraising roles.

You'll build good relationships with a range of stakeholders across our organisation, and have the opportunity to work on exciting projects spanning regular giving, sports and challenges, legacy marketing and philanthropy, education and recruitment.

You'll create content for digital ads, including writing copy, working on video briefs, and collating appropriate imagery. You'll work closely with our Social Media Lead on content to ensure our organic and paid content is aligned.

You will take charge of our email marketing schedule, writing compelling copy, building templates and working with data. You will ensure key stakeholders are managed on tight timelines.

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### Duties and responsibilities:

#### Digital marketing

Create fundraising content for the website and edit and publish changes on the site, ensuring copy is search optimised and accessible.
Support members of the ICR's fundraising teams on ad hoc website requests.
Review existing content on the site and suggest updates and improvements, identifying any content gaps and work with stakeholders across the directorate to implement these changes.
Work with the Digital Marketing Manager to develop effective supporter journeys, maximising audience touchpoints to improve engagement and income generation.
Write copy for marketing emails, including fundraising, stewardship and e-newsletters.
Provide email marketing expertise and support to benefit the wider organisation, as appropriate.
Build templates in our email marketing platform and work with internal stakeholders to manage the data.
Create and manage email schedule, pulling metrics following email sends and providing insight and commentary for key stakeholders.
Conduct competitor analysis and use this as inspiration for our own email marketing.
Be the point of contact with our media agency to respond to any requests.
Create schedules for our digital campaigns and ensure all parties are sticking to timelines.
Create and optimise content for our digital ads, including producing copy, static images, video and animation.
Become an expert on our donation platform goDonate and create tailored donation forms for appeals with engaging content to convert donors.
Ensure consistency of message, visual identity and tone of voice across all digital content.
Provide cover for social media channel output during staff leave.
Develop digital assets for use across our work to help shape our digital identity.
Develop strong working relationships with internal stakeholders.
Some out of hours work, including evenings and weekends, may be required.

#### General

All staff must ensure that they familiarise themselves with and adhere to any ICR policies that are relevant to their work and that all personal and sensitive personal data is treated with the utmost confidentiality and in line with the General Data Protection Regulations

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Any other duties that are consistent with the nature and grade of the post that may be required.

To work in accordance with the ICR's Values.

To promote a safe, healthy and fair environment for people to work, where bullying and harassment will not be tolerated.

This job description is a reflection of the present position and is subject to review and alteration in detail and emphasis in the light of future changes or development.

# Digital Marketing Officer

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### Person specification

#### Education and Knowledge

Degree or equivalent experience	Essential
Good understanding of the digital marketing landscape, emerging channels and trends	Highly desirable
Recognised professional qualification in digital marketing	Highly desirable
Science degree or equivalent understanding of scientific research	Desirable

#### Skills

Good writing and editing skills	Essential
Effective communicator, both speaking and writing	Essential
High standard of written English	Essential
Ability to read and understand HTML code	Desirable
Ability to use video editing and design software (e.g. PremierPro, InDesign, Photoshop, Illustrator, Canva)	Desirable
Strong IT skills	Essential
Strong creative and imaginative skills	Essential

#### Experience

Web publishing experience, using a content management system	Essential
Experience of developing digital content	Essential
Experience of writing and editing for the web, email marketing and advertising	Essential
Experience of managing social media accounts	Desirable
Understanding of scientific research or experience of science communication	Desirable
Experience of reporting on website and social media analytics	Desirable
Experience of working in a charity and using digital solutions to support fundraising	Desirable

#### General

Strong interpersonal skills; able to interact with people at all levels across an organisation	Essential
Self-motivated and able to use own initiative	Essential

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Ability to work in a team	Essential
Demonstrable interest in communication of science and medicine	Desirable
Able to prioritise workload, take a flexible approach when necessary and hit deadlines	Desirable

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### Benefits

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We offer a fantastic working environment, great opportunities for career development and the chance to make a real difference to defeat cancer. We aim to recruit and develop the best – the most outstanding scientists and clinicians, and the most talented professional and administrative staff.

The annual leave entitlement for full time employees is 28 days per annum on joining. This will increase by a further day after 2 years' and 5 years' service.

Staff membership to the Universities Superannuation Scheme (USS) is available. The USS is a defined benefit scheme and provides a highly competitive pension scheme with robust benefits. The rate of contributions is determined by USS and details of the costs and benefits of this scheme can be found on their website. If staff are transferring from the NHS, they can opt to remain members of the NHS Pension Scheme.

We offer a range of family friendly benefits such as flexible working, a parents' group, and a maternity mentoring scheme. Other great benefits include interest free loans for discounted season tickets for travel and bicycle purchases, access to the NHS discounts website, a free and confidential Employee Assistance Programme which offers a range of well-being, financial and legal advice services, two staff restaurants, and access to a gym and sporting facilities at our Sutton site.

#### **Further information**

You may contact Thea Cassel, Digital Marketing Manager, for further information by emailing [Thea.Cassel@icr.ac.uk](mailto:Thea.Cassel@icr.ac.uk). This job description is a reflection of the current position and is subject to review and alteration in detail and emphasis in the light of future changes or development.