



Communications Officer – Social Media Lead Candidate Information

January 2024

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 college 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 1000 staff and postgraduate students across three sites – in Chelsea and Sutton.

About the role

The Communications Officer – Social Media Lead, is responsible for placing the ICR at the heart of conversations about cancer research on social media. Part of the Fundraising Communications and Engagement team, the post holder will work closely with colleagues to increase support for the ICR.

About the Development and Communications directorate

The Development and Communications directorate is responsible for fundraising and philanthropic income across the ICR, and telling the ICR's story of doing outstanding cancer research – communicating effectively about the ICR's work to help attract donors and supporters, the best staff and students, commercial partners, funders and collaborators, and to advocate for changes that support cancer research and improve access to the ICR's discoveries.

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

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Department / division: Development and Communications

Pay grade / staff group: Professional Services Grade 4

Hours / duration: Full time (35 hours per week), Monday to Friday. Non-time limited contract.

Reports to: Senior Manager – Fundraising Communications and Engagement

Main purpose of the job: The Communications Officer – Social Media Lead is responsible for placing the ICR at the heart of conversations about cancer research on our busy social media channels. The post holder will be plugged in to discussions about cancer research on social media involving cancer patients, journalists, supporters, scientists and partner organisations, and will engage with them actively on behalf of the ICR.

A natural communicator, the post holder will maximise the impact on social media of the ICR's media coverage, editorial content and strategic announcements about our research, by finding engaging, audience-centric ways to talk about our science that spark discussions and interactions.

Part of the Fundraising Communications and Engagement team, the post holder will work in collaboration with colleagues across the Development and Communications directorate, and in support of our fundraising and other internal stakeholders, to grow audiences and increase the effectiveness of our social media engagement. They will work closely with the Cancer Stories Officer and others to share compelling story-based content across our social media channels. The post holder will play a key role in the ICR's fundraising campaigns and work in a complementary way with the Digital Marketing Manager.

The role will support and encourage scientific and corporate colleagues in their use of social media through advice and training, in order to grow their involvement and amplify the impact of their activities.

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Job description

Duties and responsibilities:

Social media strategy

Work closely with the wider directorate and others across the ICR, to deliver the ICR's social media strategy.
Identify opportunities to enhance the ICR's social media strategy.
Ensure the ICR is at the heart of conversations around cancer research by engaging with and responding to posts put out by cancer researchers, patients, influencers, and partner organisations.
Provide an excellent level of support to the ICR's social media communities on Facebook, Twitter, Instagram and LinkedIn by responding to messages, posts and comments in a timely and appropriate manner.
Devise social media plans and tactics to help support the ICR's fundraising and other income generation activities.
Be familiar with when to moderate social media posts and when to escalate them, if they require input at a more senior level – particularly when they relate to potential reputational issues.
Plan, create and deliver highly engaging, creative, channel-specific, and audience-focused social media content that supports the ICR's strategic objectives and conforms to the ICR's brand guidelines.
Find engaging, audience-focused ways of conveying scientific messages on social media to maximise the impact of the ICR's editorial content, media coverage and strategic announcements about its research.
Proactively look for opportunities to engage with our audiences to help us increase engagement and grow those audiences.
Measure and evaluate the ICR's social media activity – working with other digital specialists in the directorate – to ensure we are demonstrating the impact of our social media and meeting the needs and keeping our audiences satisfied and engaged.
Work with the Fundraising Communications and Engagement team to provide support and consultancy to the ICR's fundraising teams on their social media requirements, as well as their social media marketing and donor engagement strategies.
Deliver social media training within Development and Communications directorate and, working with the ICR's Learning and Development team, to the wider ICR.
Support the devolution of social media for sharing editorial content across the directorate so that colleagues are aware of good practice and receive appropriate support.

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Support the ICR's Chief Executive and other senior leaders to be ambassadors for the ICR across their social media networks.
Work with the Internal Communications team to help encourage staff and students to be advocates for the ICR, our research and our fundraising, on social media – support them to amplify our social media activity.
Ensure social media policies and guidelines are kept up to date, and are communicated effectively to relevant colleagues.
Consider how partners, peers, and other relevant organisations, are using their social media channels to ensure the ICR is making the most of its reach.
Be aware of the social media landscape and consider whether the ICR should adopt any newer social media channels before making recommendations to senior colleagues.
Contribute to the content generation of the wider Development and Communications directorate e.g. by drafting blog posts, producing video and creating infographics.
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
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.

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Person specification

Education and Knowledge

Degree or equivalent experience	Essential
Science degree or equivalent understanding of scientific research	Highly desirable
Good understanding of the social media landscape, emerging channels and trends	Essential
Higher degree in science communication or equivalent	Desirable

Experience

Experience of working on busy social media channels	Essential
Experience of using social media management tools	Essential
Experience of creating engaging and impactful social media content (e.g. images, video, storytelling)	Essential
Social media analytics experience	Essential
Experience with graphic design and video editing software packages such as Photoshop, Premier Pro and InDesign	Highly desirable
Experience in creating infographics	Highly desirable
Experience of live tweeting from events (e.g. conferences or fundraising events) and/or of television programmes	Highly desirable
Experience of live streaming video using social media	Desirable
Experience in writing news items or blog posts about science	Desirable
Experience in using Google Analytics, Google Tag Manager, or Matomo Analytics	Desirable
Experience of delivering training to non-technical users	Desirable
Intermediate to advanced experience with spreadsheets	Desirable

Skills

High level of digital literacy and IT skills	Essential
Excellent written and verbal communication skills	Essential
Good numeracy	Essential
Analytical skills	Essential

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Proven organisational skills and ability to prioritise workload to meet tight deadlines under pressure	Essential
Ability to interact with people at all levels across an organisation and to build effective working relationships	Essential
Proven ability to demonstrate good judgement when in difficult circumstances	Essential
Demonstrable creativity with an ability to identify opportunities and generate ideas	Essential
Basic video editing skills (on a smartphone and/or computer)	Highly desirable

General

Ability to work collaboratively as part of a team	Essential
Willingness to work flexibly when required, including some work during antisocial hours	Essential
Demonstrable interest in the communication of science and medicine	Essential
Demonstrable interest in how communications can be used to support a charity's strategic objectives	Essential

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Benefits

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 Nafisa Sayani-Bromley (Senior Manager – Fundraising Communications and Engagement) for further information by emailing nafisa.sayani-bromley@icr.ac.uk. We warmly welcome people seeking an informal discussion prior to application.

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