

## Job Description

### The merged charity

Breast Cancer Care and Breast Cancer Now have united to create one charity for everyone affected by breast cancer. From April 2019, we'll be the UK's first comprehensive breast cancer charity. From research to care, our new charity will have people affected by breast cancer at its heart — providing support for today and hope for the future. United, we'll have the ability to carry out even more world-class research, provide even more life-changing support and campaign even more effectively for better services and care.

Together, we believe that, by 2050 everyone who develops breast cancer will live and receive the support they need to live well now.

<b>Job title</b>	Digital Content Producer
<b>Directorate</b>	Fundraising, Communications & Engagement
<b>Team</b>	Digital and Strategic Insight
<b>Job title of reporting manager</b>	Digital Content Manager
<b>Job title(s) of direct reports</b>	N/A
<b>Document created (Month and Year)</b>	August 2020

### Overview of directorate

The newly formed Fundraising, Communications & Engagement Directorate at Breast Cancer Now will have overall responsibility for communicating, engaging, and fundraising to key audiences across a range of channels. The Directorate will take a lead on communicating the charity, its work and impact, to all those affected by the disease; their friends and family, and those audiences' key to delivering impact. It will provide high quality, and engaging information and communication about breast cancer and ways to engage with Breast Cancer Now.

The team will use the strength of its bold brand, reputation, and cause to create compelling ways by which people can engage with Breast Cancer Now and support its work financially. The Directorate will be led by patient voices from all part of the population and will champion their views and needs across a range of communications and platforms. The Directorate will use digital channels innovatively and effectively to drive effective service delivery, deliver information, and drive engagement and fundraising with supporters and partners.

The Directorate will be responsible for delivering £12.7m net income for the Charity to continue its critical work to provide support for today and hope for tomorrow. This will be through a range of Fundraising activities, from individual giving, to community and events, to special events and from a

range of audiences including individual supporters, Trusts, Corporate Partners, and high net worth individuals.

To do this in an increasingly competitive market, all members of the Directorate will need to unify under focus of understanding our audiences, using all opportunities and channels available to us to reach them, and ensure we have a compelling proposition and offer to drive valuable and mutually beneficial relationships across these audiences.

All members of the Directorate will work closely with the Service, Clinical, Research & Policy Directorate to understand the crucial work Breast Cancer Now does and to be promote and amplify this work widely and drive more support and engagement for its continuation.

The Directorate will work collaboratively with the public, patients, supporters, partners, influencers, celebrity scientists and healthcare professionals to develop communications, information and fundraising that builds awareness, trust, loyalty, passion, affinity, and influence

The Directorate is responsible for the following key areas:

- Brand, Marketing & Communications
- Digital & Strategic Insight
- Press, PR & Celebrity
- Individual Giving & Supporter Operations
- Community & Events
- Corporate Partnerships
- Philanthropy & Special Events

### **Job purpose**

The Digital Content Producer sits in the Digital Product team and will work with the Digital Content Manager to produce and curate digital content (text, images and video) across all of the charity's digital platforms, especially websites. This role will work closely with the rest of the Digital team to deliver a user-centred experience for everyone who needs support or information, or who is motivated to support us, online.

The Digital Content Producer will support digital content strategy workflows and processes. They will work across all areas of our site leading on discrete projects and supporting with strategic business critical development.

They will support our Digital Champions – a charity-wide network of colleagues responsible for areas of digital local to their teams. They will ensure our digital content is high quality, on brand and meets technical best practice.

Sitting in the Digital team and our Fundraising, Communications & Engagement directorate, the Digital Content Producer will report into the Digital Content Manager.

This role will understand emerging trends in digital content, and see how these innovations can be applied to Breast Cancer Now's content.

In order to work effectively in a changing environment, flexibility is required from the post-holder. Any other tasks that may be requested will be at the same level of responsibility and terms and conditions of employment. The post-holder must be prepared to travel throughout the UK and to work varying hours.

## **Key tasks and duties**

### **Content Production**

- Develop content plans for new content requirements
- Build website pages from wireframes
- Produce content for on cross-organisational content projects, including the websites and Becca, the breast cancer support app
- Improve the use of multimedia content through digital channels
- Help apply and maintain consistency with content standards
- Ensure all content is optimised for search engines by correct use of technical, content and off- site search engine optimisation (SEO) techniques
- Edit content produced by devolved experts in different teams
- Review and quality assure content before it is published
- Maintain an overview of all content in the content management system (CMS)

### **Content Strategy**

- Work with the rest of the digital product team, and other relevant teams across Breast Cancer Now, and support the Digital Content Manager to deliver digital content strategy
- In collaboration with relevant teams, develop and implement content strategy for fundraising products, influencing and brand awareness campaigns, and other campaigns as agreed with your line manager
- Manage the Breast Cancer Now personal stories workflow

### **Data, testing and analytics**

- Work with the Digital Content Manager, Digital Product Managers and the Digital and Fundraising Insight team to design and implement content tests according to the testing strategy
- Test digital content with users to improve user experience and involve users in the content production process

### **Cross team working**

- Support colleagues across the organisation with content creation and management
- Develop strong working relationships throughout the organisation
- Work with the marketing and communications team to support integrated campaigns through digital channels
- Work with staff in across the organisation to ensure we make best use of our digital content to offer support to people affected by breast cancer and help people to support us through our fundraising products
- Develop and maintain effective working relationships with key stakeholders across the charity
- Be an active member of departmental and cross-departmental project teams

## General

- To manage and coordinate own administration where necessary
- To be an effective member of the team, presenting a positive impression of the team and the service
- To work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected
- To attend internal and external meetings, and training as required
- To adhere to the charity's data protection and health and safety policies
- To operate within the organisational equal opportunities policy framework and implement the policy within this area of work
- Any other duties that are within the scope and remit of the role and as agreed with your manager.

## Person Specification

### Qualifications and Experience

It is **essential** for you to have the following qualifications and experience:

- Experience producing website content in a dynamic and fast paced environment
- Experience of editing and publishing content on the web using a CMS
- Experience using analytics software such as Google Analytics
- Experience working on content projects involving multiple stakeholders
- Experience of Search Engine Optimisation
- Experience of working with multimedia content, preferably using Adobe software
- Knowledge and experience of digital trends
- Knowledge and experience of social media

### Skills and Attributes

It is **essential** for you to have the following skills and attributes:

- Strong web copywriting and proofreading skills
- The ability to manage diverse workstreams concurrently
- An understanding of how data can support content production
- A good understanding of online user experience requirements
- Ability to apply tact and diplomacy with a wide range of contacts
- The ability to work as part of a team, to be flexible and adaptable
- Excellent time management skills, ability to prioritise work, handling conflicting demands and

tight deadlines

- The ability to work effectively and efficiently within the team and to handle a fast moving pace with occasional rapid shifts in priority
- The ability to work independently to get the job done and to show proactivity and initiative within the remit of the role.
- High degree of sensitivity to others
- A passion for Breast Cancer Care and Breast Cancer Now's vision and mission
- A passion for digital communications
- A passion for using digital and tech for good
- A team player who is collaborative
- A commitment to and understanding of issues relating to equality of opportunity and the ability to implement change in this area
- Ability to show tact and discretion when dealing with sensitive and confidential information

### **Knowledge**

It is **desirable** for you to have the following level of knowledge:

- Working knowledge of Drupal 7 or Drupal 8 CMS
- A/B split testing experience
- Experience of working in a charity, social enterprise or digital agency

## **Role Information**

### **Key internal working relationships**

You will work closely with the following:

- Wider Digital and Strategic Insight team
- Brand, Marketing and Communications, and Policy, Evidence and Influencing teams and Fundraising, Services, Clinical directorates

### **Key external working relationships**

You will work closely with the following:

- External agencies as and when required, which may include design and digital agencies.

### **General information**

<b>Number of posts in the directorate</b>	TBC
<b>Number of posts in the team</b>	Approximately 18
<b>Location of role</b>	Ibex House, 42-47 Minories, London EC3N 1DY
<b>Hours of work</b>	35 per week, Monday to Friday

<b>Contract type</b>	Permanent
<b>Medical research</b>	We fund medical research of which some may involve the use of animals. Our aim is to save lives and our research using animals is only when there are no alternatives.
<b>Conflict of interests</b>	You will be obliged to devote your full attention and ability to your paid duties. You should not engage or participate in any other business opportunity, occupation or role (paid or non-paid) within or outside of your contracted hours of work which could impair your ability to act in the best interests or prejudice the interests of the charity or the work undertaken.
<b>Immigration, Asylum and Nationality Act 2006</b>	You should not have any restrictions on your eligibility to indefinitely work or reside in the UK.